

Plain Tales

GULF STATES UTILITIES COMPANY

OCTOBER, 1961

IN THIS ISSUE:

- Louisiana Employees Answer Reserve Call Up
- The Port of Baton Rouge
- Sugar Cane Harvesting



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October, 1961

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

CONTENTS

Louisiana Employees Answer	2
Reserve Call Up	2
The Port of Baton Rouge	4
The Weather and Kilowatts	7
Fire Safety Hints from Safety Princesses	8
Sugar Cane Harvest	10
Help to Carla Stricken Houston	13

Plain Talks

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OUR COVER

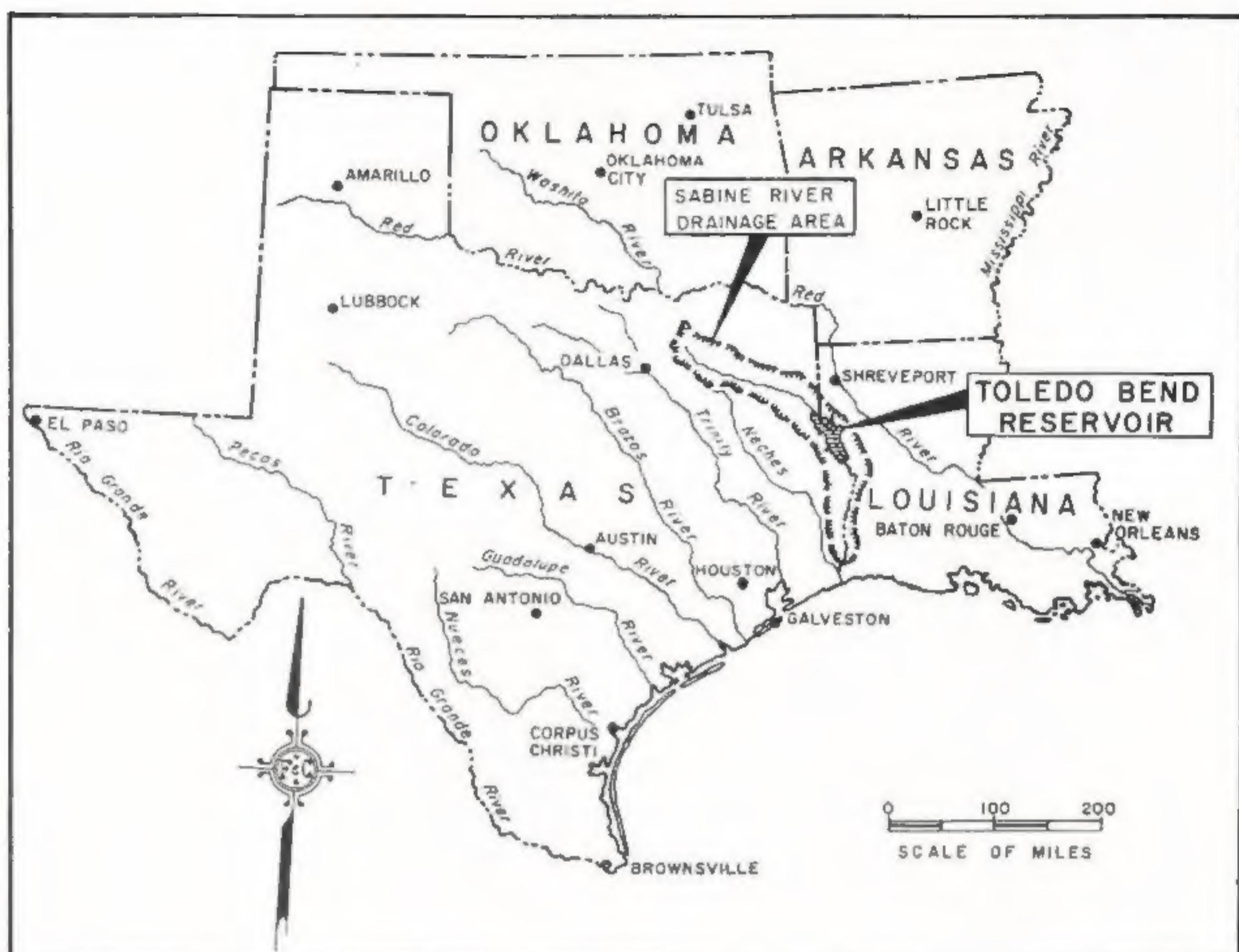
WATER, both surface and sub-surface, has long played an important role in the development of Baton Rouge. The thriving industries require millions of gallons daily. Baton Rouge is the head of deep water navigation on the Mississippi. And water helps make Baton Rouge a beautiful city of green lawns and trees.

Located on the west side of the river, below Port Allen, is the Port of Baton Rouge, with its grain loading docks and elevators, liquid storage tanks and general cargo dock and warehouse. Established by the Louisiana Legislature in 1952, the port began operating in 1955. Although only six years old, the port has already attained a yearly cargo traffic of 25,000,000 tons and ranks second only to the Port of New Orleans in Louisiana.

Across the river are the Baton Rouge business districts, Capitol and state office buildings. In the background lie the city's industrial and residential districts. Every day, 300 billion gallons flow past Baton Rouge, making the Mississippi River its life-blood.



For Your Information...



Ground Broken For Louisiana - Texas Project To Create Huge Border Lake

ON October 5 over 1,000 Texas and Louisiana citizens attended ground-breaking ceremonies near the site of what will be the largest man-made lake in the South at Toledo Bend, on the Sabine River near Many, Louisiana.

The Toledo Bend project, originating in 1948, is unique in that it is the first of its kind to be carried out by two states, without federal aid.

A corporation, to be owned and financed by Louisiana and Texas, will build the dam. The two states have each dedicated \$15 million, the remaining \$25 million to be provided through revenue bonds to be retired by the sale of water and of electricity generated at the dam.

At the ground-breaking, Governor

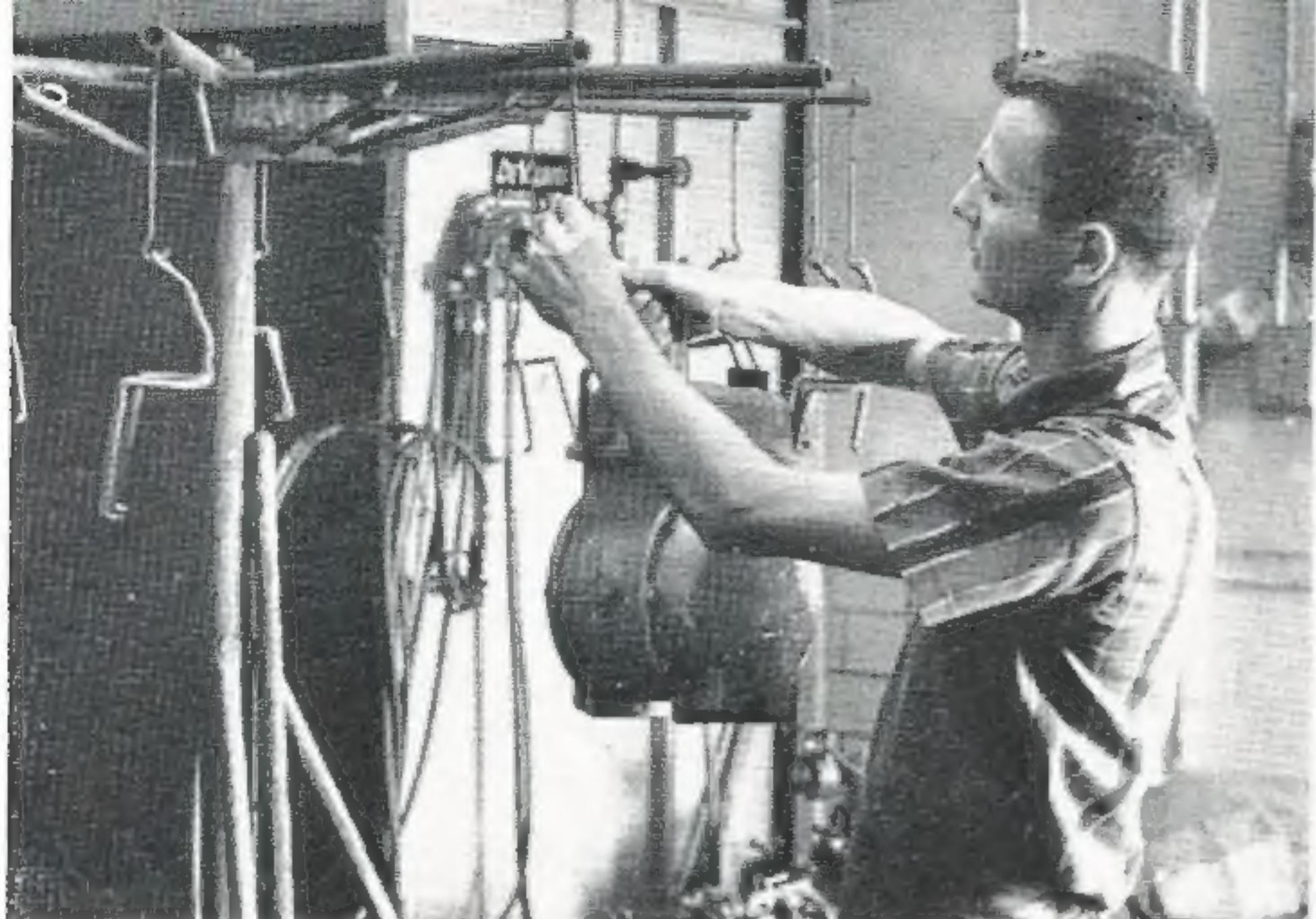
Daniel of Texas and Governor Davis of Louisiana praised the project as a testimonial to the self-reliance of Texans and Louisianians during a period when it is fashionable to turn to the government for federal aid.

Overshadowing all other possible benefits of the project to the two sponsoring states is the creation of a huge lake holding in excess of 180,000 acres of water needed for the agriculture, industrial and urban development of the area. Another advantage to the citizens of Louisiana and Texas will be the birth of an exceptional recreation facility for fishing, boating and camping. About 80,000 acres of the lake would be in Texas and 100,000 acres in Louisiana.

The dam is expected to be self-liquidating through the sale of water and electricity. While at certain times of the year very little power will be available, during periods of peak demands on the power companies the full capacity of the dam's turbines will be available. The dam's power plant has more potential value as a source of peaking power to those companies' existing systems than it would possibly have to any other purchaser of the power.

Our Company and other investor-owned electric light and power companies whose service areas adjoin the site are now negotiating for the purchase of the power.

—JST



LAST DAY AT WORK. Don Blue, helper, Baton Rouge, prepares to spray paint his last gas meter for a while. Don was called to active duty on September 25.

Louisiana Army Reserves answer . . .

"PEACE TIME CALL UP"

SEPTEMBER 2, 1961, was much like any other Saturday morning in the homes of our Baton Rouge employees. Plans had been made to work in the yard, go to False River, wash the car, do some shopping for school clothes, or leave town for the Labor Day Weekend.

But for eight employees and their families this Saturday meant a big change in their lives. They had heard the night before, on the ten o'clock newscast, that President Kennedy had ordered Baton Rouge's U. S. Army Reserve Unit, the 4009th U. S. Army Garrison, on active duty for a year to support units training at Fort Polk, Louisiana.

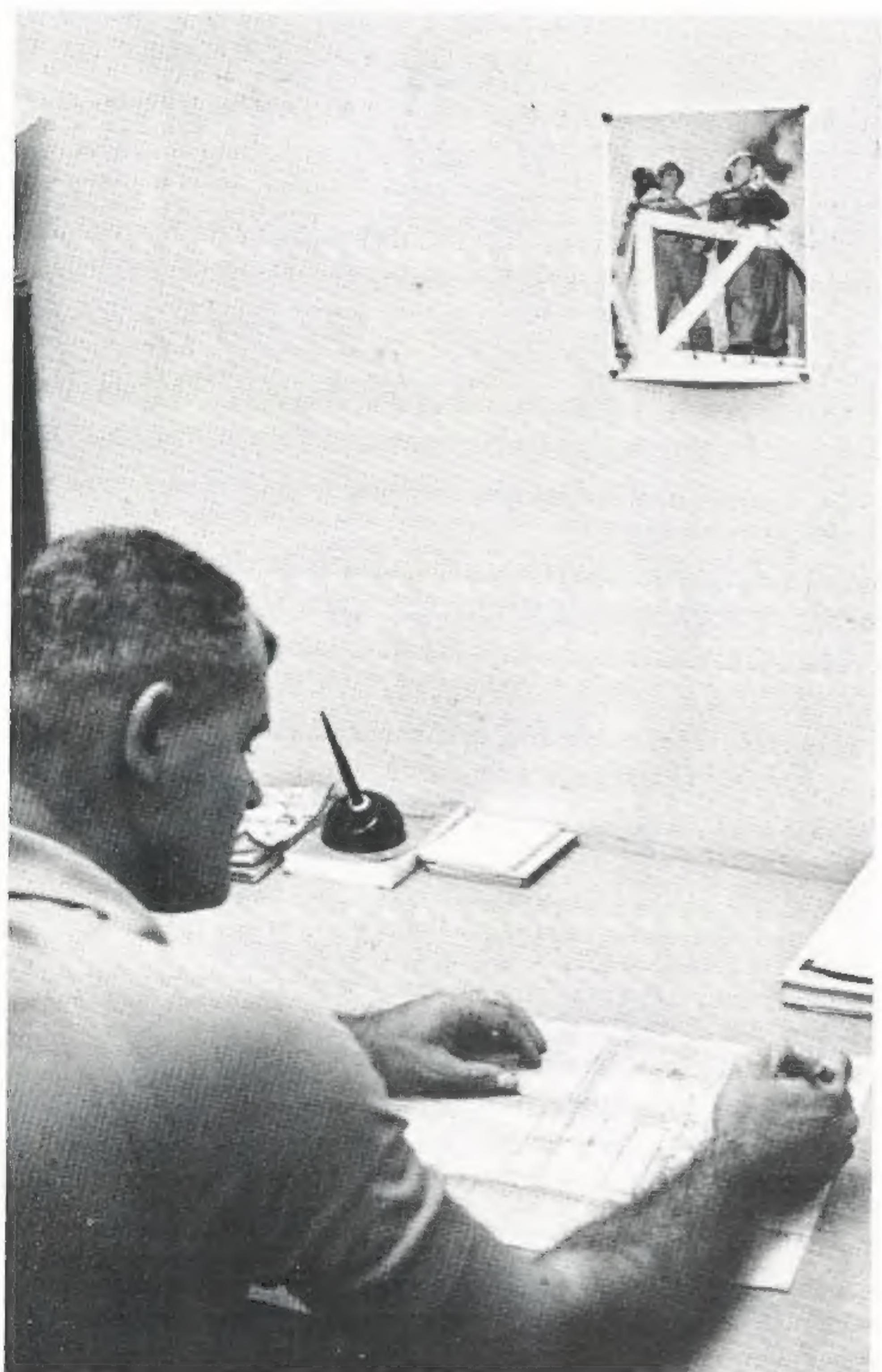
That morning, half hoping they had heard wrong, they opened their papers. There on the front page was the story. The advance party for the unit was to report September 18, the rest to follow on the 25th.

Reaction: "Surprised"

The callup had been expected. The officers of the unit had impressed on the men that they might be called and to be prepared.

"I wasn't too surprised when the order came, but I thought it would be another unit," was how Don Blue summarized his reaction to the announcement. Don is a helper in the Gas Department and has been with the Company six months. He has been a member of the Reserve Unit for two years and has already served six months on active duty. He is the father of a new baby girl, Donna Lynn, born September 10, and is married to a former Gulf Stater, Mary Ann Archer, who was employed in Service Application.

For most of the men in the unit this is the second or third time they have been called to active duty. R. A. Jackson, an employee in the Line Department for four and a half years, is one who is seeing duty for the second time. He served as a corporal in the Military Police and was stationed in Japan for three years. He and his wife have a little girl. Ray joined the unit only two days before it was activated. "This is something that has to be done," Ray said. "I'm glad that I'm able to go."



LAST MINUTE WORK. Y. L. Hughes, Jr., engineer, Baton Rouge T&D, goes over some last minute problems before exchanging his desk at Government Street for one at Fort Polk, Louisiana. A captain in the signal section, Yerby Lee reported to active duty on September 25 when the 4009th U.S. Army Garrison was activated. On the wall is a memento of this summer's training camp held at Fort Polk.

Being called back for the third time is Y. L. Hughes, Jr. an engineer in T&D and a captain in the signal section. He has served 13 years in the reserve and 26 months on active duty. He served in 1946 and was called back to active duty during the Korean Conflict. He is married and has two children. His family will continue to make their home in Baton Rouge. Mrs. Hughes, who received her degree in June, (Plain Talks-June) is presently teaching the fifth grade.

"I've never felt like giving up my commission," said Mr. Hughes. "So I knew that sooner or later I'd be called up and when my country needed me I'd be ready to go."

Unit's Morale High

The morale of the men is high in spite of the separation from home and family and the many problems brought about by their activation. Their reactions have been good.

"I'd rather go now than to have to go during an all-out war," said Morris Newton, a helper in the Line Department. "The quicker we realize that we've a job to do the better off we'll be. And I think the whole unit realizes this."

Morris has worked for Gulf States for 16 months and has been a member of the unit for two and a half years. He is a PFC with six months active duty and has been assigned unit mail clerk. He has been married since July and had to face breaking up a newly established home.

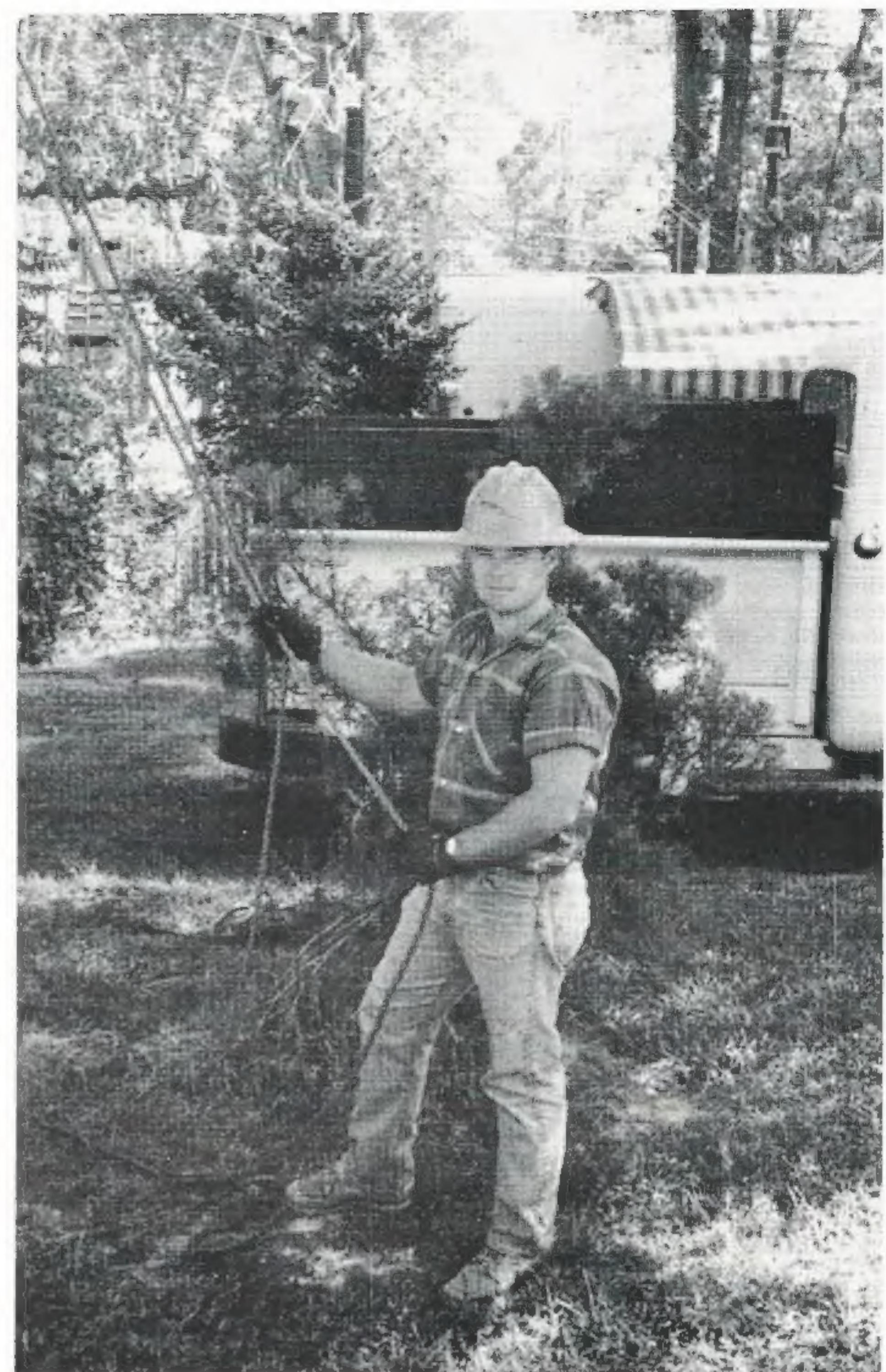
Advance Party Leaves

Going to Leesville with the advance party were Bobby G. Hilborn, utilityman in T&D-Line and an employee since August, 1952; Dennis J. Landry, Jr., a meter reader in Treasury, who has worked for the Company since February, 1958; Bobby Kirkpatrick, storeroom assistant at Government Street Service Center, who came to work in July, 1959; and W. G. Long, helper in the Gas Department and an employee since February, 1958.

Lake Charles Unit Called

Two employees from the Lake Charles Division also returned to active duty when Lake Charles' 451st Quartermaster Company was activated on September 25. Called up were Charles W. Jones, lineman first class, a staff sergeant in the unit, and Chester Landry, an apprentice in the Substation. Jones has been with our Company since February, 1955, and Landry was employed in December, 1958. The 451st will also be stationed at Fort Polk.

The necessity of active duty is not pleasant but these men, joining with thousands from across our nation, are responding to this call-up with the same calm, decisive spirit which Gulf Staters in the past answered similar emergencies.



AT WORK AS USUAL. Morris Newton, helper, Baton Rouge T&D, went out with his line crew on his last Friday with GSU before leaving the next Monday for Fort Polk for active duty.



TRAIN'S REPLACEMENT. Bobby Hilborn, standing, utilityman, Baton Rouge T&D, shows K. B. Carr how to take over his job while he is away on active duty. Bobby reported to Fort Polk on September 18, with the advance party from the 4009th.

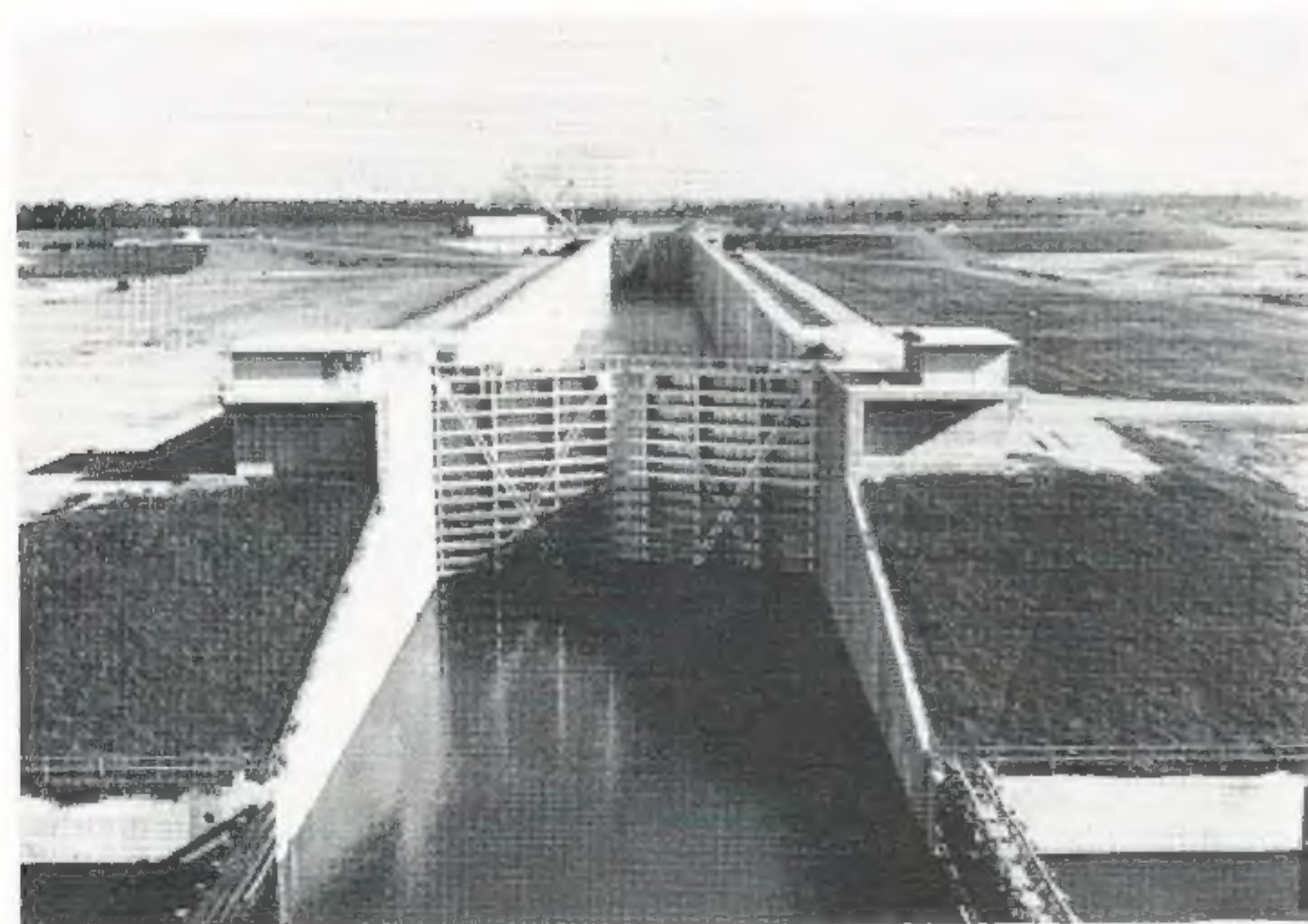


PORT OF BATON ROUGE. Looking across the mighty Mississippi River from the growing Port of Baton Rouge on the west bank in Port Allen, you can see the city of Baton Rouge, the State Capitol Building and the industrial and petro-chemical concentrations in the upper left background. In the port area is the 120,000 square foot general

cargo transit shed with its separate loading berth, the seven and one-half million bushel grain elevator with conveyor belts to the grain berth, and the eight million gallon liquid tank terminal. Annually over seven million dollars are attracted to the Baton Rouge area because of these cargo facilities.

Ole Man River—He Jes' Keeps on Rollin' Along Helping . . .

BATON ROUGE GROW



NEW LOCKS. This new lock, dedicated July 14, has placed Port Allen, Louisiana, at an important waterway crossroads, at the juncture of the Mississippi River and a direct northerly route from the Intra-coastal Canal system that runs from Florida through southern Texas. The lock is the largest on the system. The opening of this lock has cut off 165 miles traveling between Morgan City and Port Allen.

*Second in a Series on
Area Waterways and Ports*

THE mighty Mississippi River has played an important role in the history of our country ever since Hernando do Soto rafted across her in 1541. Early settlers of the Upper Mississippi Valley used the River to barge their produce to the markets downstream.

In 1823, when the steamboat *Virginia* sailed 729 miles upstream to Fort Snelling, Minnesota, the Mississippi became an important segment of the transportation system of the United States. Once it had been proved a sidewheeler could navigate Ole Man River, steamboat and barge trade began to flourish.

Following the Civil War and the expansion of the nation's railroads, barge and steamboat traffic began to fall off. Just before the beginning of the Twentieth Century, industrialization came to the cities up river and barge traffic was rejuvenated, but the days of the big sidewheelers were gone.

Industry Attracted To Area

In the early 1900's industry began to move down stream. Shortly after oil was discovered in Louisiana, Esso (now Humble) built its refinery at Baton Rouge in 1909. Once Esso established the beachhead, other industries were attracted to the area.

Natural gas was plentiful in the area, and one of our Company's ancestors, Louisiana Steam Generating Corporation, built a generating station, Louisiana Station, to supply steam and electric power to the Esso refining, and electricity to their predecessor in Baton Rouge, the Baton Rouge Electric Company. In the ensuing years, continued industrial growth has helped develop Louisiana into a state not only famed for her diversified agriculture but as the second ranking petro-chemical producing state in the U. S.

Since 1945, these petro-chemical orientated industries have invested over \$1-billion in the construction of new plants and additions to existing plants along the banks of the Mississippi from Baton Rouge to New Orleans.

The raw materials needed by these industries could be found in other southern and southwestern states. Also, transportation was readily available elsewhere and climate was the same.

So why did they locate in Baton Rouge and along the Mississippi? Water!

Water Plentiful For Industry

Every day, 300-billion gallons flow past Baton Rouge—water that is ideally cool for industry's requirements and at a volume sufficient to absorb quantities of contaminants without polluting downstream areas. Ground water is plentiful and pure enough to be used for chemical processing.

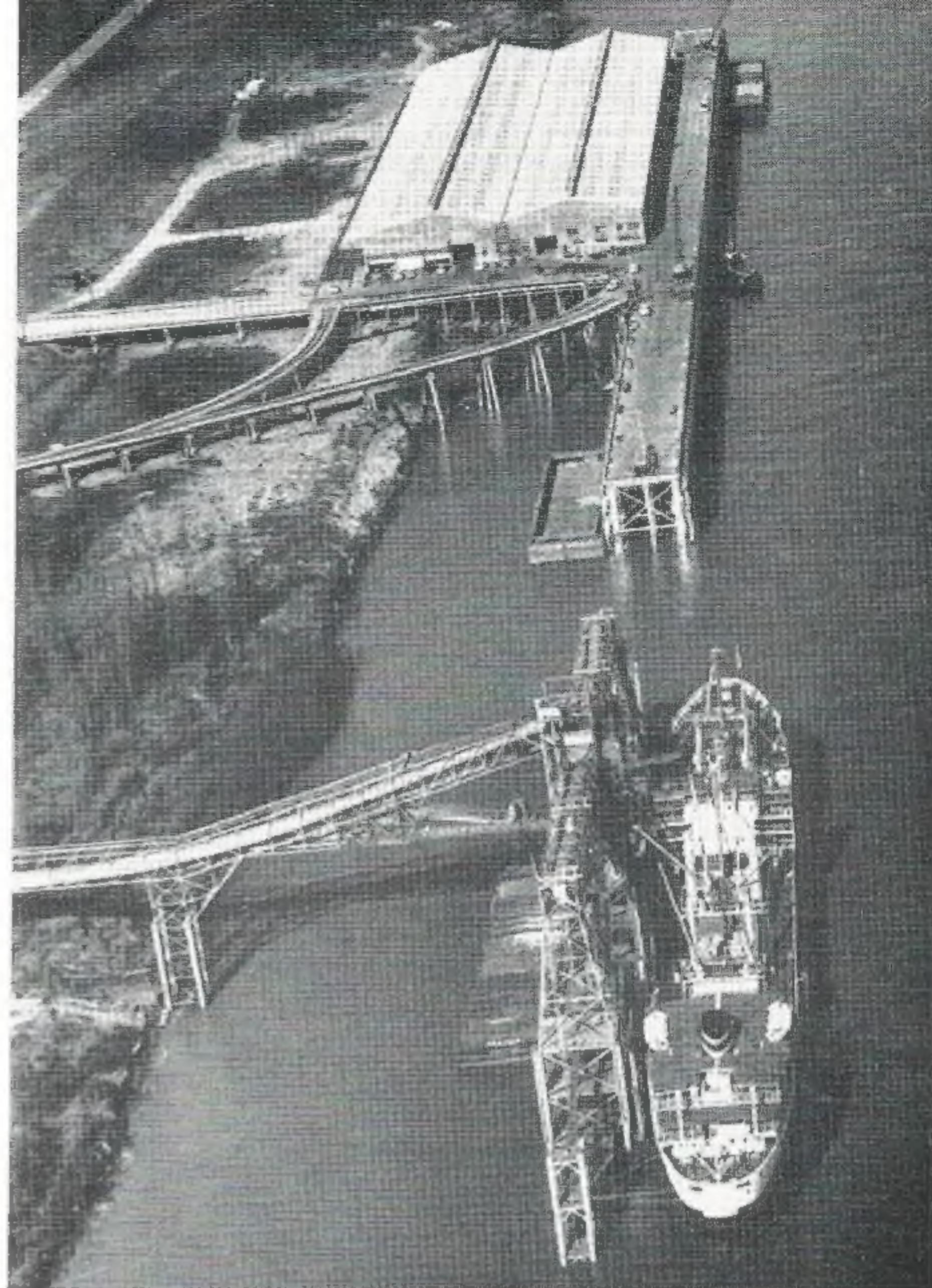
Also playing a large factor in the location of plants at Baton Rouge is that it is the head of deep water navigation on the Mississippi. A large number of sea-going vessels make their way up the river each year to debark and take on cargo.

In 1952, the Louisiana Legislature recognized Baton Rouge's need for public port facilities for the area. To build such a port, the Legislature created an executive department of the State, the Greater Baton Rouge Port Commission. The first unit of the port's initial plan went into operation in 1955.

The Port of Baton Rouge

Although the Port of Baton Rouge, actually located on the west side of the Mississippi River at Port Allen, is only six years old, it has already attained a yearly cargo traffic of 25,000,000 tons.

The recently completed and dedicated Port Allen Locks of the Indian Village segment of the Intra-coastal Canal provide a new route for barges that



VISITOR FROM THE SEA. This ocean-going grain ship has sailed up the mighty Mississippi to the Port of Baton Rouge to take on a cargo of rice at the Port's grain docks. The grain is moved from the elevator to the grain berth by conveyor belts. In the background is the port's general cargo transit shed with its separate loading facility.

bypasses the old Plaquemine Lock and New Orleans as well, and shortens the river route between Baton Rouge and points west of Morgan City by approximately 165 miles. It is expected to further increase Baton Rouge's cargo traffic.

The Port also operates the largest public grain elevator on the Gulf Coast—one capable of holding 7½ million bushels. In addition, it maintains an 8 million gallon liquid tank terminal.

Bulk Ore Terminal Purchased

To fill the need for a bulk ore terminal, the Port Commission purchased the terminal at Burnside, to handle bulk ores and products from vessel to barge, or to storage. A maximum capacity of 4,800 tons per hour can be handled at this terminal.

In 1959 the Port Commission began work on the Baton Rouge Barge Canal and Terminal on the east bank of the Mississippi just north of Baton Rouge. The master plan for the facility calls for a five-mile long channel with a turning basin and terminal at the 2½ mile mark. In 1959 the first 2½ miles of dredging and turning basin were completed and the wharf put into operation. Land is available for industrial sites along the channel.

Last year vessels of 23 distinct flag registrations docked to lift general cargo and grain traffic booked through the Port. Average gross registered tonnage of all vessels during the year was in the 7,000 to 9,000 ton category.

Port Attracts \$7-Million To Area

This meant that over seven million dollars were attracted to the Baton Rouge area because of the cargo facilities. The money coming in from the use of these facilities was spent in further area growth and contributed much to the increased income level of the community.

In 1956, the bonded indebtedness for the Port was raised to \$50-million to permit financing for expansion and additional facilities. The Greater Baton Rouge Port Commission is one of the few port authorities in the nation that relies entirely on the sale of revenue bonds for funds. It receives no subsidy or other revenue from the State and has no taxing powers.

In addition to the port facilities, the Commission owns some 780 acres on the east and west banks of the Mississippi. On the west bank there are 394 acres, and just south of Louisiana State University on the east bank, lie 396 acres. All land owned by the Port Commission is available for lease to industries.

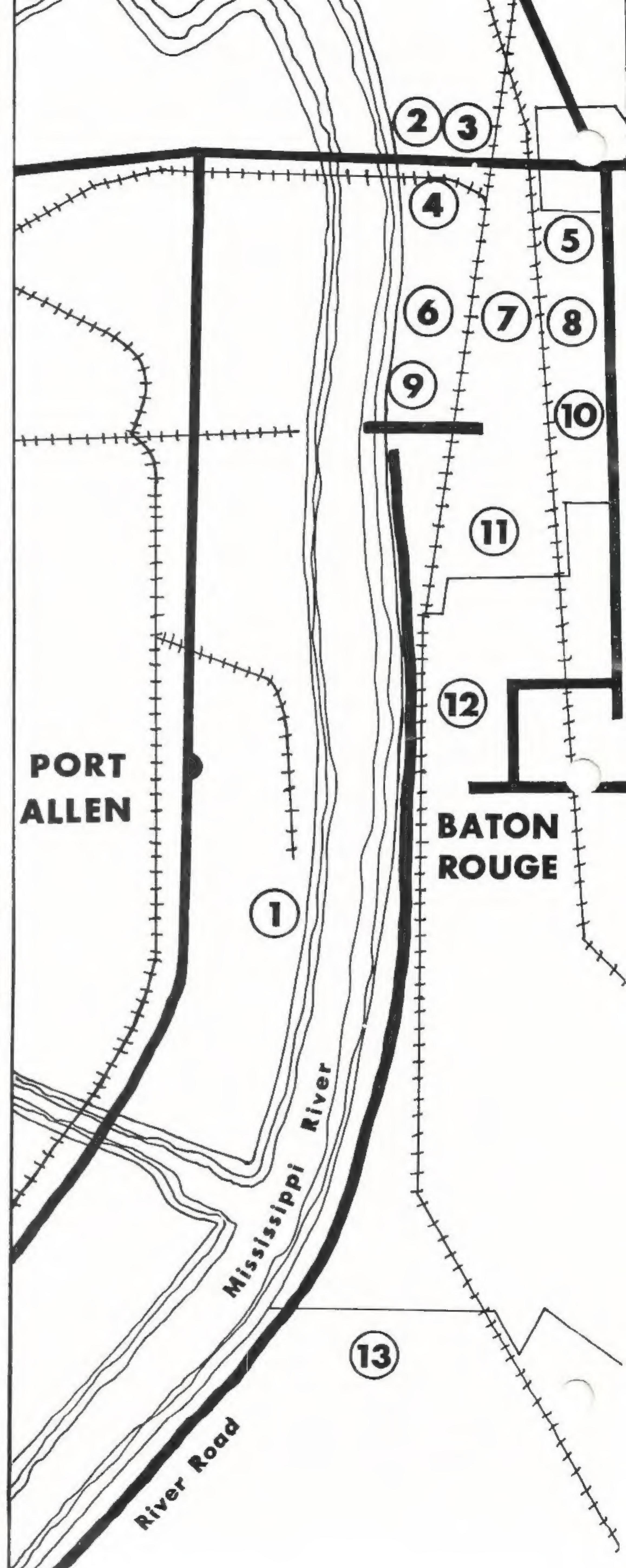
Port Second In State

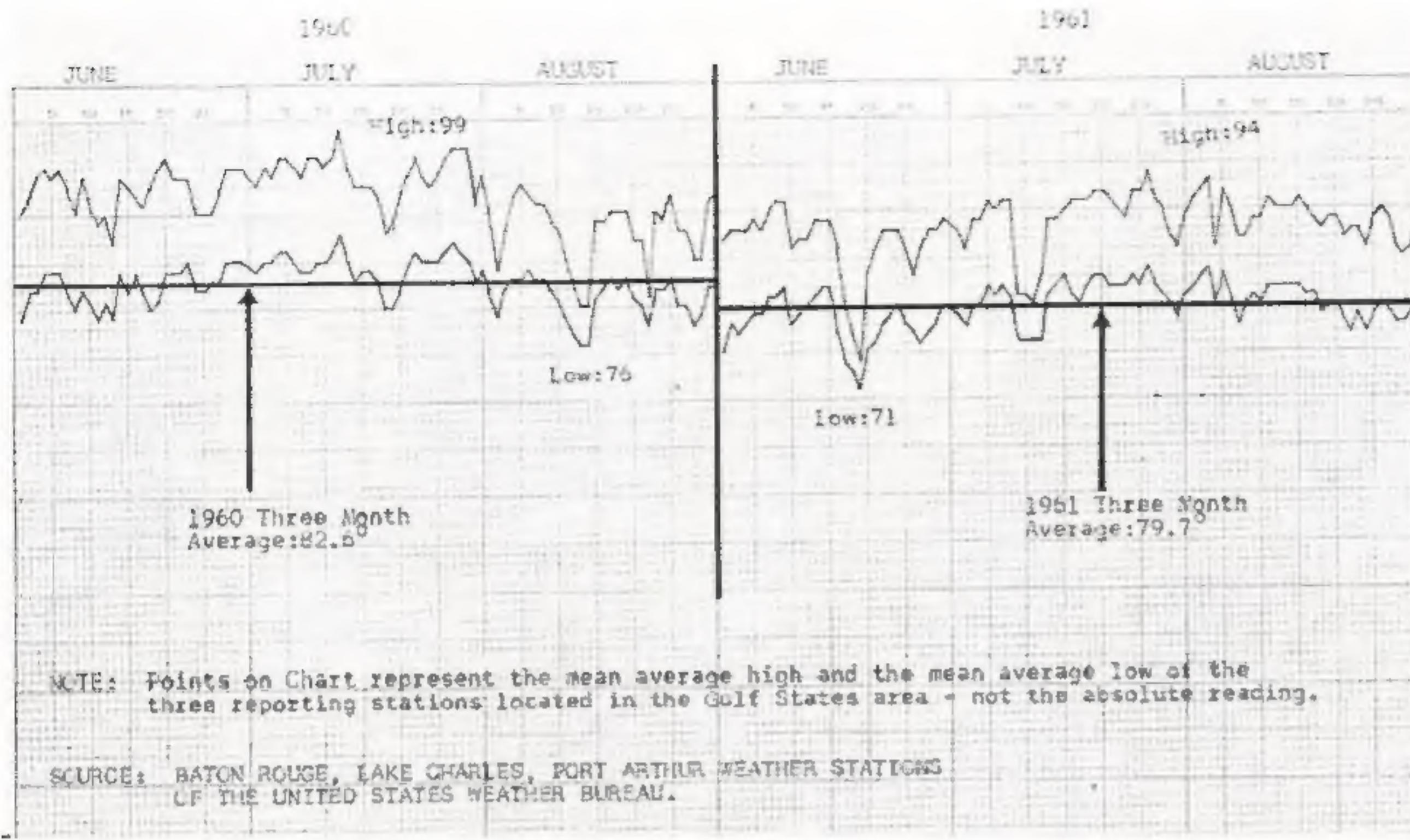
The Port of Baton Rouge ranks second only to New Orleans among Louisiana ports on the basis of total waterborne commerce handled in the Port's prescribed geographical limits. It ranks among the first fifteen in the United States.

Continued industrial expansion, constantly increasing waterway facilities, further development of natural resources, indicate a growing port potential. To meet the immediate and future demand for increased facilities, the Port Commission has directed a study be made to determine the feasibility of further expansion of the Port of Baton Rouge to offer a continuing and more efficient service to this growing area.

(Next month the Port of Lake Charles)

OLE MAN RIVER. The mighty Mississippi has played an important role in the growth of Baton Rouge. On this map are some of the industries that have been attracted to this area by the plentiful water supply. Also playing a part in the industrial growth and the potential growth of this section of the River is the Port of Baton Rouge (1) located in the town of Port Allen on the west bank. Located in the geographical limitations of the Port are: (2) Ideal Cement Co., (3) Stauffer Chemical Co., (4) Kaiser Aluminum, (5) Copolymer Rubber and Chemical Corp., (6) Solvay Process Division, (7) Ethyl Corp., (8) U.S. Rubber Co., (9) Louisiana Station, (10) Esso Standard, (11) General Chemical, (12) Monochem, Inc., and (13) LSU.





A comparison of temperatures for June, July and August, 1961, with those for the same months in 1960 proves that 1961 has been a much cooler summer.

An overabundance of rainfall has made this a cool summer and kept our . . .

KWH Consumption Down

. . . from this year's estimate

AT the beginning of summer, the long range weather forecast for our service area called for hot and dry weather for the months of June, July and August. Based on this prediction and other considerations, this year's system peak load was expected to reach 1,390,000 kilowatts.

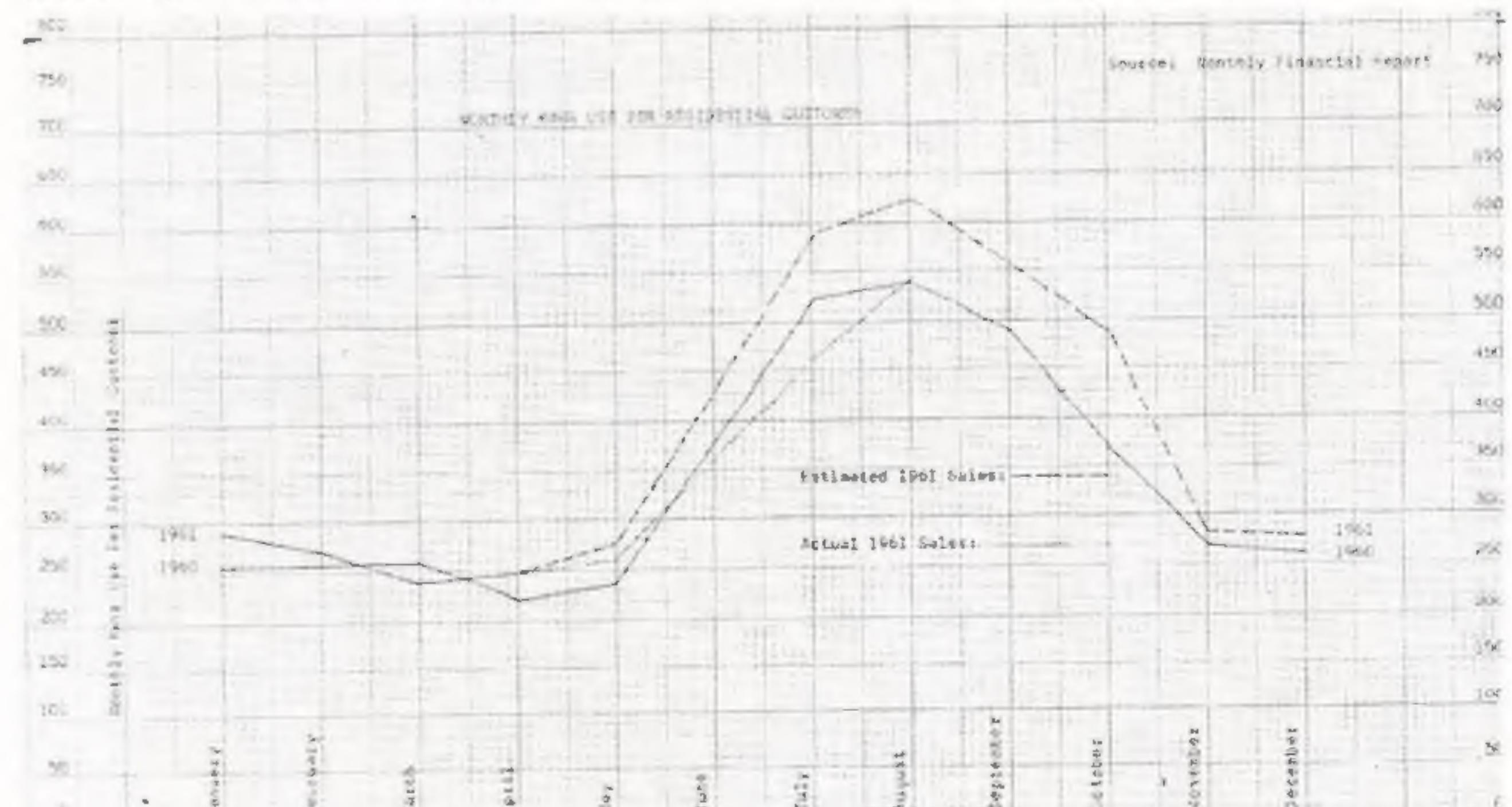
These predictions were "dampened" by Mother Nature. During the three summer months Beaumont received a total of 24.05 inches of rain, Lake Charles' rainfall totaled 17.78 inches, and in Baton Rouge a total of 17.15 inches fell. The system wide average for June, July and August was 4.95 inches.

During this period the temperature averaged 82.95 degrees. This average is based on readings as of August 31 at the three first-order weather stations located in our service area. The stations are located at Baton Rouge, Lake Charles and Port Arthur.

At 2 p.m. on August 2, our system load reached a peak of 1,211,300 Kilowatts. By comparison, the 1960 peak

reached 1,180,900 kilowatts on July 29. Previous peak for this year occurred on July 26 when 1,180,900 kilowatts were required, but on September 7, the peak rose to 1,207,300 kilowatts as com-

As temperatures stayed down so did the consumption of kilowatthours per residential customer, because as a result of the cool weather, air conditioners were used sparingly.



pared to a peak of 1,094,000 kilowatts on the same date in 1960.

A comparison made by the charts on this page showing temperature and load curve for this summer and last summer illustrates how temperature affects our system load. Cool weather during June, July and August caused the load curve to flatten out, as air conditioners were used sparingly. Rain caused a delay in several large industries plans to begin operating and cut down on the operation of irrigation pumps in the rice fields.

A Cool Summer

Summer, 1961, will be remembered as a cool period. On August 3, the hottest day this summer, a high of 96 degrees was reached in Beaumont and a high of 94 degrees in Lake Charles. Baton Rouge recorded a reading of 90 degrees.

Across our system we have had an average of 13 days in which the temperature went above 90 degrees. The highest recorded average for the three weather stations this summer has been the Beaumont Station with 89.9 degrees. Out of a possible total of 92 days, Beaumont only had 56 days on which the temperature rose about 90 degrees. The average for Lake Charles was 80.2 with 35 ninety degree days. During the same period Baton Rouge averaged 77.8 degrees and had 90 degree or above weather on 23 days.

Happy notes from our "long, cool summer" were the 230 high bill complaints in August compared to 401 in August, 1960.



GENERATING STATION SAFETY EQUIPMENT. C. M. O'Brien, maintenance foreman, Neches Station, wearing a "heat resistant" suit, explains to Hazel Johnson, Beaumont's Safety Princess, the various kinds of fire extinguishers that are kept on hand at the station to meet any emergency that might arise. Preparedness always plays a big part in safety around any of our six generating stations.



MAKES QUICK WORK OF WASTEBASKET FIRE. Joyce Faulk, Lake Charles Division's Safety Princess from Sulphur, quickly puts out a fire with a hand extinguisher. The fire started when an ash tray was knocked over and a cigarette fell into the waste paper basket. Having a fire extinguisher on hand helps to lessen the danger from such accidents.

Safety Princesses stress preparedness and know-how to make our homes, offices and plants . . .

SAFE FROM FIRE



Facts About Fire Fatalities

IN 1960, fire took the lives of 11,350 people in the United States, according to National Fire Protection Association preliminary estimates. More than 6,000 of the deaths occurred in home fires.

In the past ten years, approximately 115,550 persons have died in fires in the United States.

About 3,000 children die in fires each year in the United States. Almost one-third of the children are alone when fire breaks out.

Every 45 minutes, on the average, fire takes a human life in the United States.

According to records compiled by the National Fire Protection Association, there were 89 instances in 1960 when four or more members of a family were killed in a single sweep of fire through their homes.

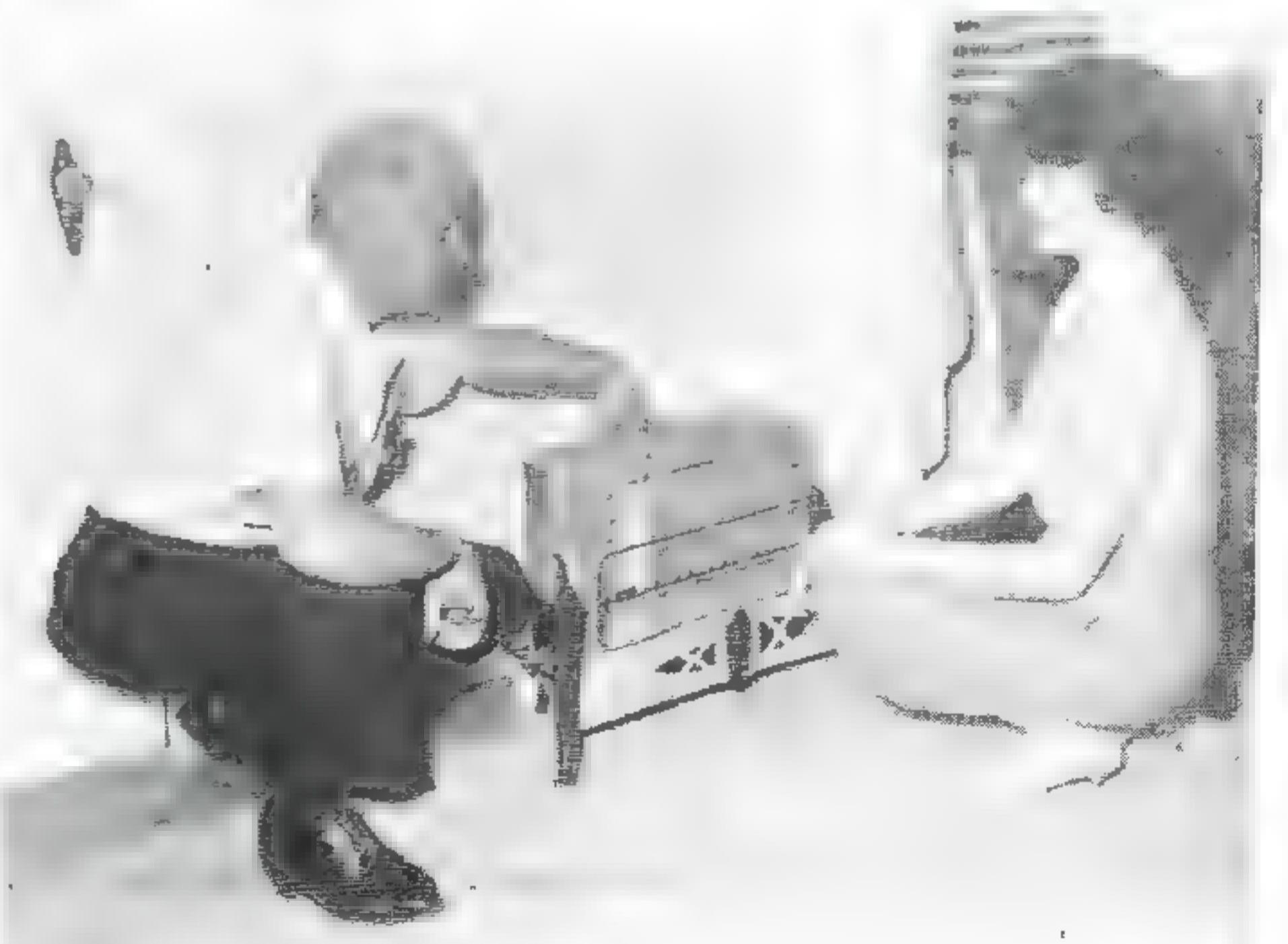


SMOTHERS TRASH FIRE. Jo Anne Landry, Safety Princess for the Port Arthur Division, smothers a small trash fire in the yard of the Port Arthur Service Center with a small pressurized extinguisher, known as the "beercan". Quick thinking and action will often prevent a fire from spreading.



KEEPS HER HEAD. Cool thinking on the part of Nina Rhodes, Navasota's candidate for Safety Queen, keeps the flame from burning grease from spreading to the walls and curtains. Nina uses the skillet lid to extinguish the flame instead of running out of doors with the flaming grease.

INSPECT AND CORRECT BEFORE CONNECTING. C. A. Smith, service supervisor in the Gas Department, shows Baton Rouge Safety Princess Carolyn St. Amant the safety checks to make before using gas heaters that have been stored for the summer. In addition to checking all flues for cracks, the burner should be cleaned and all connections checked for leaks.





DISCUSS OPERATIONS. William Nuttall, manager, Myrtle Grove Sugar Factory, Plaquemine, Louisiana, discusses the electrical operations of the plant with Dick Krouse, area development engineer, Baton Rouge, as lines of large trucks loaded with sugar cane slowly make their

way to the plant in the background. Our Company first began serving the sugar bowl area of Louisiana as early as 1932 when service was extended to many of the sugar mills located around Baton Rouge.

In the sugar cane fields of Myrtle Grove Plantation, near Plaquemine, Louisiana . . .

Machines and Kilowatts Help with the Harvest

TIME ages most faces, but the changing industrial face of America seems to take on a healthier glow with age. Nowhere is this more evident than along the booming Gulf Coast area of Louisiana and Texas.

Important as they are to the area's fast-changing industrial complexion, the much talked about petro-chemicals are not the entire show. Some industries which have long played key roles in the area's economic destiny have kept pace with progress, altering time-honored operating techniques; streamlining production; expanding distribution; in short, doing whatever was necessary to grow and prosper.

The harvesting and processing of sugar cane is a prime example of an old-time industry continuing to move ahead with the times.

In fact, it's cane cutting time right now along the bayous of America's sugar bowl, the vast flatlands of southern Louisiana, much of which are in our Company's service area.

Machinery, Kilowatts Do Work of 100 Men

Machines and electric power today team up to do in one day work which used to require a hundred men.

The hum of huge harvesters can be

heard through Evangeline land as they mow down row upon row of 8 to 10 foot cane and windrow it at the same time. It blends with the song of power in the sugar mills, where Reddy Kilowatt helps "grind" the cane stalks to extract sugar.

Tractor equipped cane burners follow the harvesters to burn the "trash" off the windrowed sugar-producing cane stalks. Then the huge claws of tractor-mounted cane loaders bunch, grasp and load the cane into waiting wagons. In moments two heaped cane wagons pulled by a single tractor are rolling along the cane field roadways for the sugar mill.



CANE CUTTING. Hundreds of workers used to cut sugar cane by hand and mules slowly pulled the hand-loaded wagons to the mill. All that has changed and today mechanical harvesters cut, top and stack a hundred tons of cane a day.

While the Louisiana sugar cane harvest totals only about two percent of the 240 million tons of sugar cane harvested annually throughout the world, its growers can boast the smallest percentage of man-hours per ton of cane harvested than any other cane growing area in the world.

The almost complete mechanization of Louisiana's sugar cane industry has meant that its growers have reduced the man-hours spent to harvest a ton of cane from 25 hours, to four and one-half hours.

Mechanized sugar cane harvesting began in 1928 when the Thomson Machinery Co. of New Orleans, developed and demonstrated the first tractor specifically designed for the cane industry. Today there is a cane tractor in Louisiana for every 42 acres of cane.

HAULING. Before mechanization of the cane industry, the Wilbert's sugar operations required more than 800 mules, a narrow gauge railroad and even cane barges on the bayous. Today a fleet of 70 cane tractors speed up hauling.



LOADING. The Thomson Machinery Co. of New Orleans introduced the first sugar cane harvester in the 1930's. The same company devised the "Hurricane" loader which gathers and loads the cane into waiting cane wagons in one movement.

There is a cane harvester for every 600 acres and of the five-million tons of cane harvested in Louisiana in 1958, 90% or better was harvested by Thomson's harvesters and loaders.

Electricity Comes to the Cane Fields

Electric power entered the picture in about the year 1932, when power lines were extended to many of the sugar mills located near the cane fields.

In addition to operating grinding equipment, electric motors are used to drive Sample Mills to determine the sucrose and purity factors.

An example of a modern sugar harvesting and processing operation is A. Wilbert's Sons of Plaquemine, one of the five largest private sugar cane growing operations in the nation.

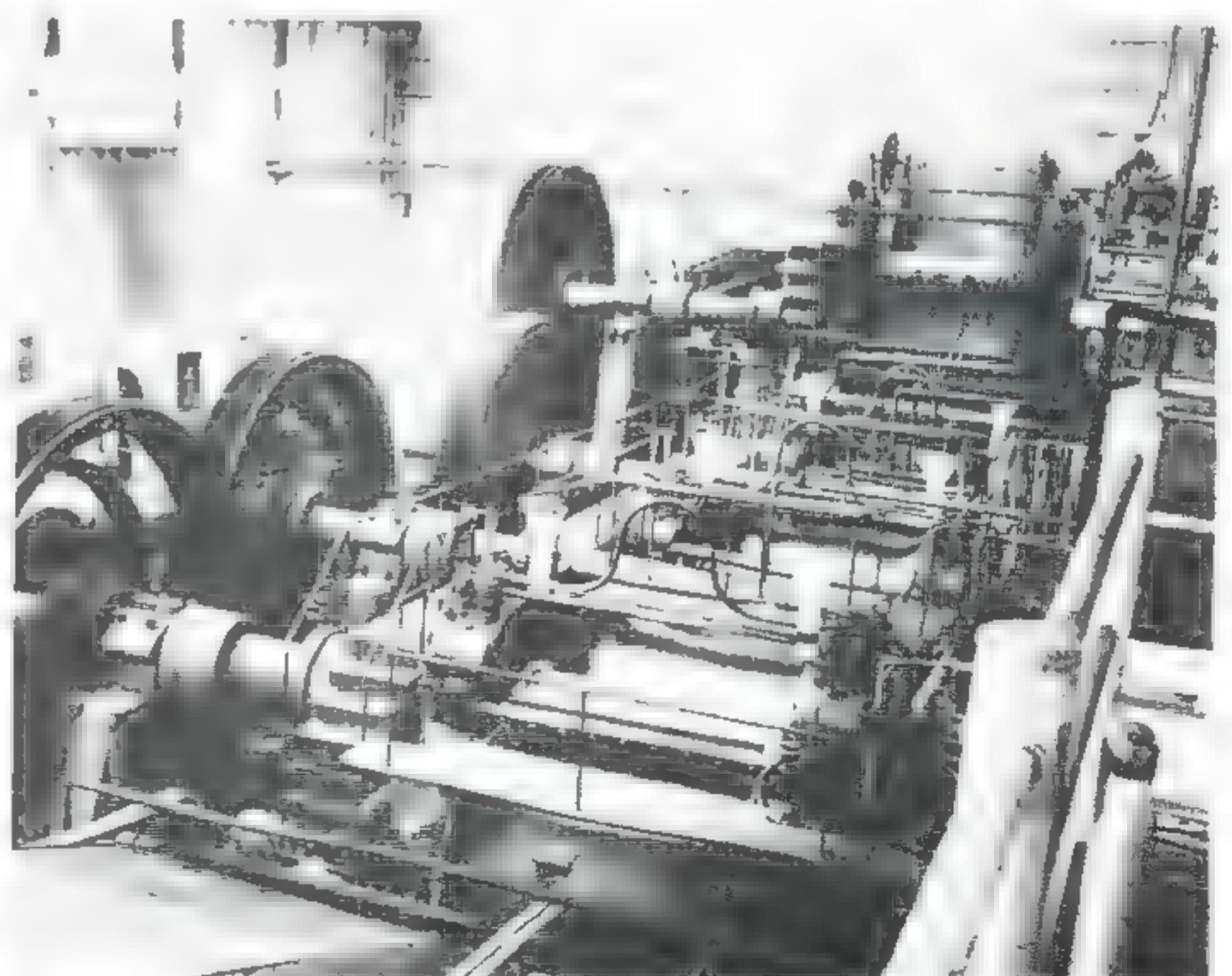
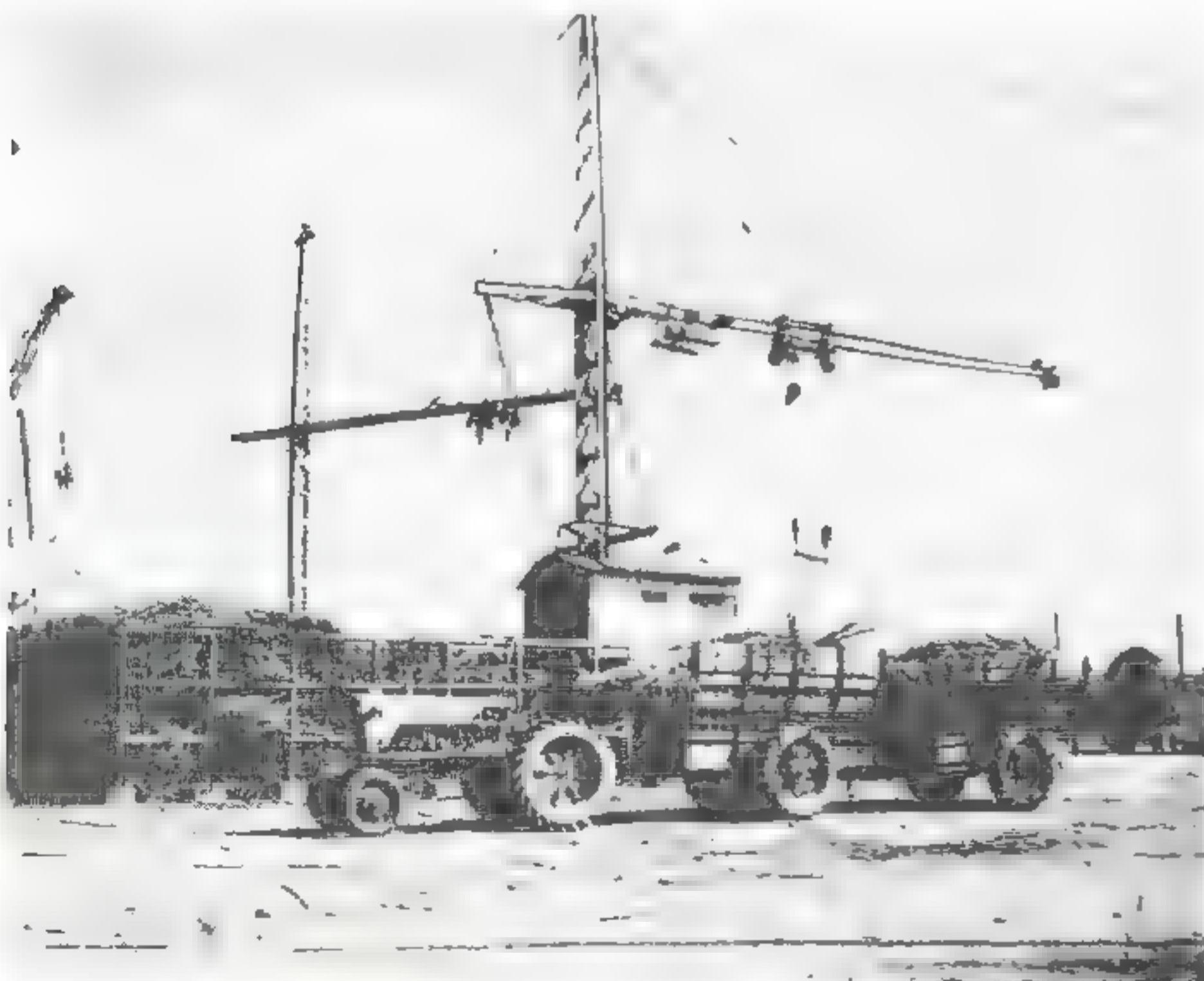
The story of their sugar cane operations is a story that depicts the transformation from harvesting sugar cane by men, mules and machetes to modern machinery.

A. Wilbert's Sons is an historic family business operation in Louisiana. Its corporate name is A. Wilbert's Sons Lumber and Shingle Co. Inc. and from their beginning in the lumber business in 1887 this family enterprise has grown into the sugar, cattle and oil businesses plus a number of commercial establishments. They have title to 168,000 acres in 12 different Louisiana parishes.

Wilbert's have sugar cane growing on 4,134 acres spread over two parishes on seven plantations and from their

Continued on next page

GRINDING—LAST STOP. "Grinding" is the description given the extraction of the sugar from the cane stalks. Powerful machines like these process the stalks into the syrup from which sugar is extracted. Myrtle Grove will process about 120,000 tons of sugar cane this year.



sugar mill on the Myrtle Grove plantation just out of Plaquemine they process approximately 120,000 tons of sugar cane annually.

They entered the sugar cane business in 1905 with the purchase of the Myrtle Grove plantation and in a few years followed with the purchase of 12 others in the area. This group of plantations was consolidated into seven operations and each had its own huge harvesting force.

In these harvest seasons before mechanization there were approximately 1,200 laborers working in Wilbert's fields alone hand cutting the cane and more than 800 mules pulling the harvest wagons.

The Changing Picture

To harvest the cane crop Wilbert's brought in about 500 laborers each year from Mississippi supplementing their own force of 1,000 which included hiring of all available local labor. Then too, they closed down their lumber mills during cane harvest and all the mill and logging employees would also be engaged in the harvest.

The cane was cut, stacked, and loaded by hand. It was a slow operation that took long back-breaking hours. Often much of the cane was lost because it couldn't be harvested before the late December freezes took the toll of the cane still standing.

Then in the early thirties Thomson machines and electricity began to replace the man and animal power on Wilbert's plantations. The transient labor force was not needed any more. The mules were put to pasture. Wilbert's lumber mill worked right through the sugar harvest and the Wilbert's became leaders in mechanized sugar cane harvesting.

Mechanization in the Field

Today Wilbert's big sugar cane operations in the field run on the wheels and power of 72 Allis-Chalmers-Thomson cane tractors, seven Thomson "Hurricane" harvesters and seven Thomson "Hurricane" loaders. They pile the cut cane high at the Myrtle Grove sugar mill so that three big cranes can feed 2,400 tons of sugar cane a day on an around-the-clock basis into the sugar processing operation, where Reddy Kilowatt takes over.

The old days when the songs of hundreds of laboring harvesters floated over the fields and sugar mills has been replaced by the roar of machines and the hum of electric power. ♦



FEEDING THE SUGAR MILL. One of the three big cranes that feed Wilbert's Myrtle Grove sugar mill around the clock throughout the harvest season swings a quarter ton of freshly cut sugar cane from a cane truck to the stockpile. Myrtle Grove is part of one of the nation's largest private sugar cane operations.

*Line crews from all five
divisions return a favor by
lending a helping hand to
our neighbors at . . .*



ASSIST HL&P LINEMEN. Two line crews from Beaumont were among the 13 crews from our system who were dispatched to Houston Lighting & Power Company to restore electric service in their area after hurricane Carla struck the Texas coast. Left to right are, Lloyd D. Bell, D. L. Tingen, Jim West, R. E. "Cuz" Cowart, Dick Bell, and S. F. Krebs. R. D. Bolen was vacationing when the picture was made.

CARLA STRICKEN HOUSTON

WHILE hurricane Carla buffeted our system extensively, she dealt most of her misery to our neighboring electric utility firms to the west. It was hurricane Audrey in reverse. So this time we offered to help our neighbors, just as they helped us four years ago.

After our crews had restored service throughout our system, 13 line crews totaling 38 men from across our system, were dispatched Friday, September 15, to assist Houston Lighting & Power Company line crews pick up the pieces in their area.

Most of these crews worked in Southeast Houston, where they were confronted with a tangle of trees, electric lines and poles. Due to the similarity of terrain, the Port Arthur crews helped restore service in Galveston. The men worked through Monday, September 18, when they began returning to their respective Divisions, except for the Port Arthur group which worked in Galveston through Thursday, September 21.

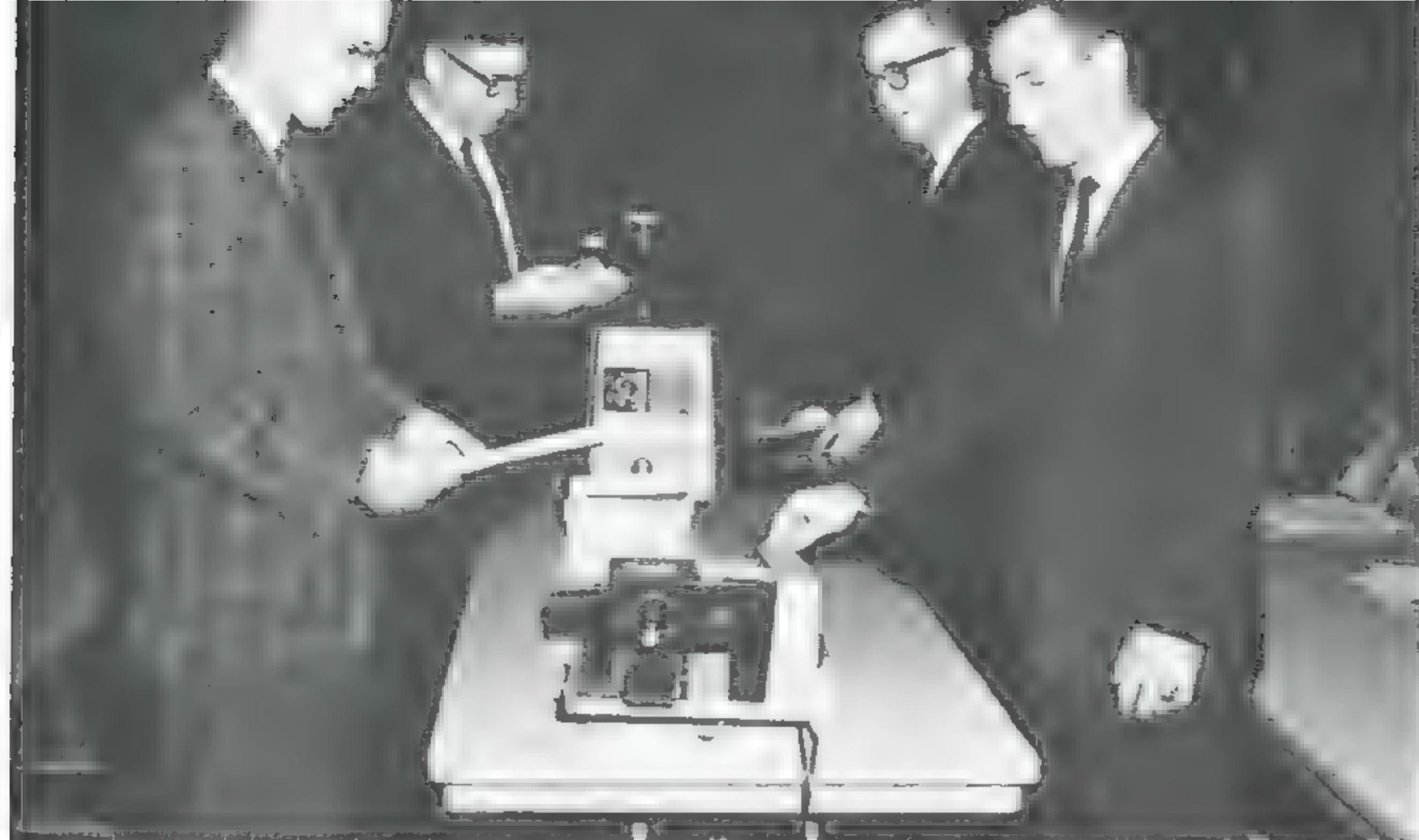
The men who helped HL&P linemen in their emergency were: Lloyd Bell,

<small>T. H. WHARTON PRESIDENT</small>	<small>HOUSTON LIGHTING & POWER COMPANY Houston, Texas</small>
September 21, 1961	
<small>Mr. R. S. Nelson, Chairman of the Board Gulf States Utilities Company Lock Drawer 2951 Beaumont, Texas</small>	
<small>Dear Roy:</small>	
<small>The hurricane dealt us a heavy blow. We estimate that last Tuesday morning more than half of our customers were without service, and a number of transmission circuits, as well as approximately seventy-three primary feeders and a combined total of thousands of laterals, secondaries and drops were down. The repair of the tremendous damage has been a long and arduous task, and while satisfactory progress has been made a great deal of restoration work is yet to be done.</small>	
<small>We deeply appreciate your prompt response to our request for help. The Gulf States Utilities Company personnel who came down to help us have contributed greatly to the rapid progress we have made. They have worked in a remarkably effective manner, and their presence, serving to demonstrate the unity of our industry, has been of real value in bolstering our customer relations through this difficult period.</small>	
<small>Although we have already expressed our gratitude to this fine group of men, I will appreciate you again extending to them and to the entire Gulf States Utilities Company organization a sincere "Thank you."</small>	
<small>With kind personal regards, I am Sincerely, <i>Tom</i></small>	

D. L. Tingen, R. D. Bolen, R. E. "Cuz" Cowart, Jim West, and Dick Bell, Beaumont Division; W. H. Stoever, D. W. Bescher, M. E. Adams, J. C. Davis, W. A. Whaley, L. D. Bean, R. J. Kemp, E. L. Pool, and E. W. Wheeler, Port Arthur Division; John Sebastian, Marvin Schaefer, Rufus Bunker, Marvin Seigler, Roy Jordan, and Roland Johnson, Navasota Division.

Louisiana personnel who worked in Houston were: Perry Dickinson, Jack Trouard, L. J. Frederick, M. C. McMahon, Dan Garrettson, Everett Chamberlain, Lonnie Cox, Burton Young, Bob Kyson, and W. C. McGilvray, Lake Charles Division; L. B. Kent, J. R. Braud, H. C. Hill, E. A. Forbes, S. L. Eisworth, C. J. Saurage, T. E. Allen, W. B. McMorris, R. J. Braud, and D. L. Starns, Baton Rouge.

A number of line crews from Dallas Power & Light Company and Texas Power & Light Company joined forces with their Gulf States and HL&P colleagues in Houston to restore power to Texas' largest city.



LAST MINUTE CHECK. Johnny Harrop, general accountant, Delbert Keenan, engineer, Ted Meinscher, supervisor of general machine accounting, and Jim Ingraham, supervisor of machine accounting billing, all of Beaumont, make a last minute check of their speech material before presenting the October Department Heads Meetings. They presented a program on data processing procedures.

*In Department Heads Meetings,
key personnel learn what can be accomplished with . . .*

Data Processing Equipment

THREE groups of key supervisory personnel attending Department Heads Meetings in Beaumont on September 25, in Baton Rouge on September 26 and in Lake Charles on September 28 heard four employees closely connected with our data processing procedures explain the functions of this section of the Accounting Department.

On the program were B. J. Harrop, general accountant, J. T. Meinscher, supervisor of general machine accounting, J. H. Ingraham, supervisor of billing machine accounting, and D. L. Keenan, engineer, Planning Section, System Engineering, all of Beaumont.

Data Processing History

Mr. Harrop traced the history of the Data Processing Section from our first calculator, the 602A, in 1951. In 1958, a second section was added, IBM's 607 calculator, for customer billing. Prior to the addition of this calculator, billing was done on key driven machines. In 1960, our Company became the first utility in this part of the country to use IBM's 650 computer, which is used for billing, general accounting and

engineering studies.

"You can see that every few years we've advanced to more modern equipment," said Mr. Harrop. "And in less than two years, we'll receive IBM's 1401, 1410 tape computer system. Studies indicate that with this equipment, data can be processed more economically than with our present system, and through the use of magnetic tapes produce records in greater detail than is possible through the use of cards."

Machine Accounting Process

"The General Machine Accounting Section with its 12 employees," explained Mr. Meinscher, "is the initial department established for data processing by the Company in 1952. There are now 20 machines in the department used in processing data, with an annual rental cost of \$50,000."

Mr. Meinscher went on to explain the processes in keeping records on payroll time sheets, stock slips, sales slips, accounts payable invoices, journal entries, payroll deductions, payroll advices, thrift plan changes, transportation time sheets, car-truck leasing

changes and other miscellaneous sources. Each month some 135,000 cards are keypunched and verified. Previously all of this work was done with pen and ledger.

Customers Billing Process

"Most IBM machines can accomplish more than a single function," Mr. Ingraham told the groups. "The machine must know what function to perform and how to handle the information it receives. Therefore, the machine must be told what to do. It is capable only of following our instructions and using the logic we give it. A machine has the ability to make decisions only after we have told it what decision it should make for a given set of conditions."

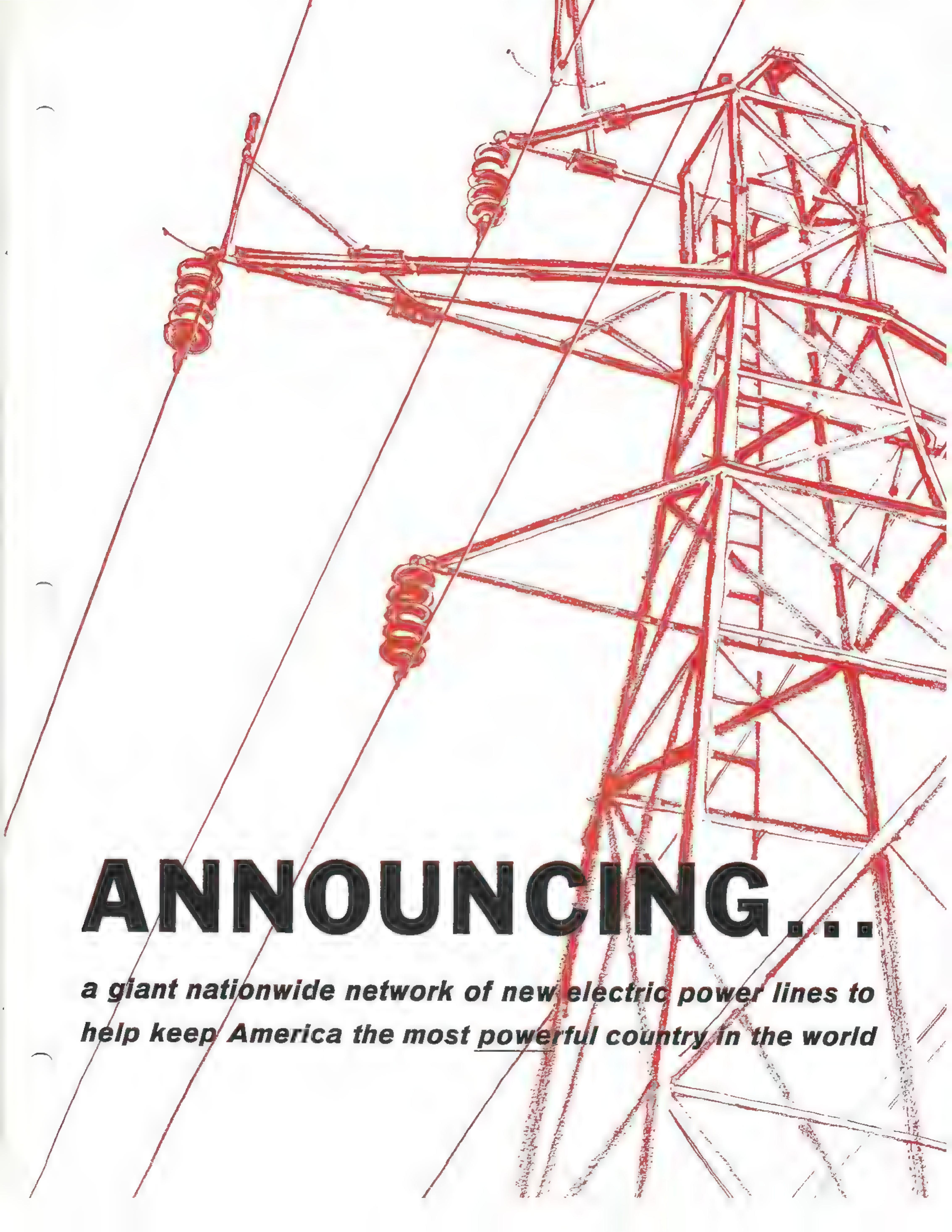
Mr. Ingraham went on to tell how a machine reacts, once it is given a set of conditions. Each month the Machine Billing Section bills over 350,000 customers. The customers are divided into 1,366 routes, which are set up on a 20-day cycle. The billing schedule requires seven calendar days from the time a customer's meter is read to the point of preparing and issuing the bill in Beaumont. Based on this schedule 15,000 to 17,000 customers must be processed daily for each phase of the billing procedure.

Engineering Programs

"The Engineering Department didn't make extensive use of digital computers until the IBM 650 was installed two years ago," said Mr. Keenan. "Until that time, the only thing of a technical nature done by the department was some work on economic loading. The Rate Department, however, has always used the available punch card equipment and has been in the forefront of computer usage and computer trained personnel."

Today, our engineers use the 650 in studying its load flow, short circuit or fault current, transient stability and economic loading programs. Some of the other punched card programs under way are T&D's monthly substation and outage reports, Rate's study on how weather affects our KWH load and service life analysis program.

A computer group has been organized to not only program known punched card applications, but to work with all departments to determine in what way a computer could aid them in their particular operations, Mr. Keenan told the supervisors. The computer group is made up of three engineers, Lannis Tynes, Dick Smith, Mr. Keenan, and Mathematician Carl Jones of the Rate Department.



ANNOUNCING...

*a giant nationwide network of new electric power lines to
help keep America the most powerful country in the world*

Plenty of power...wherever it's needed

America's Investor-Owned Electric to double transmission line investm

The companies will add over \$7 billion in transmission facilities between 1960 and 1970. Result: More power for America...wherever and whenever it's called for.

THIS IS A MAP OF THE NATION'S MAJOR INTERCONNECTED ELECTRIC TRANSMISSION LINES—PRESENT AND PROPOSED. The transmission system, as of January 1960, is shown in black. The lines which the electric companies expect to be built between 1960 and 1970 are shown in red.

The overwhelming bulk of these new lines will be built and financed by the investor-owned electric companies. To build them, the companies will increase their investment in transmission facilities by some \$7.3 billion between 1960 and 1970 inclusive, as shown in the chart below the map. This will more than double the present investment in transmission facilities.

By the end of 1970, it is expected that all the major power systems will be capable of operating on an interconnected basis throughout the United States. Already 100 electric systems in 32 states east of the Rocky Mountains are interconnected. West of the Rockies, there has been extensive use of interconnections for several years. The investor-owned companies originated the interconnecting and pooling idea many years ago.

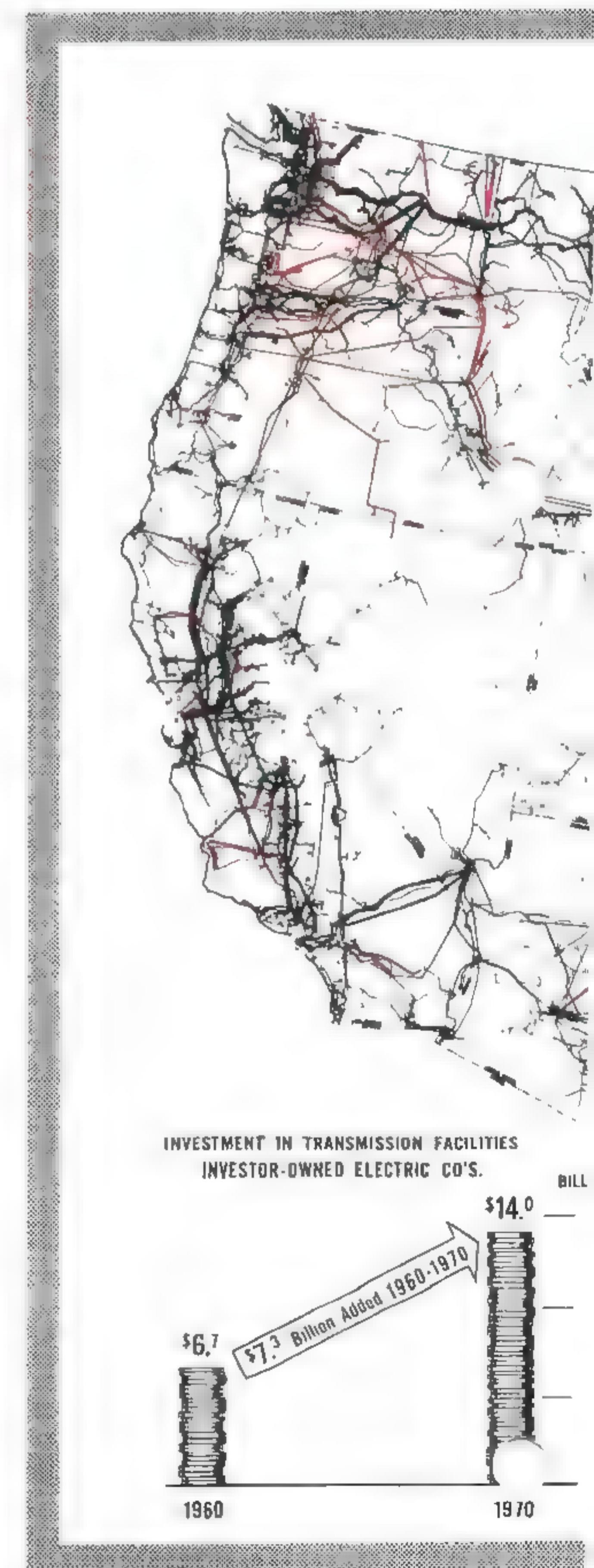
The proposed expansion of the investor-owned electric companies' already vast transmission system offers important benefits for electric customers. Service can be even more dependable because power can be brought to any one point by additional routes. Costs can be held down because the most economical sources of power can be used.

Many of the transmission lines now planned will operate at 345,000 volts. Some will be constructed so that they can be converted at a future date to 500,000 volts. Others will be 230,000 or 115,000 volts, to suit needs of systems involved.

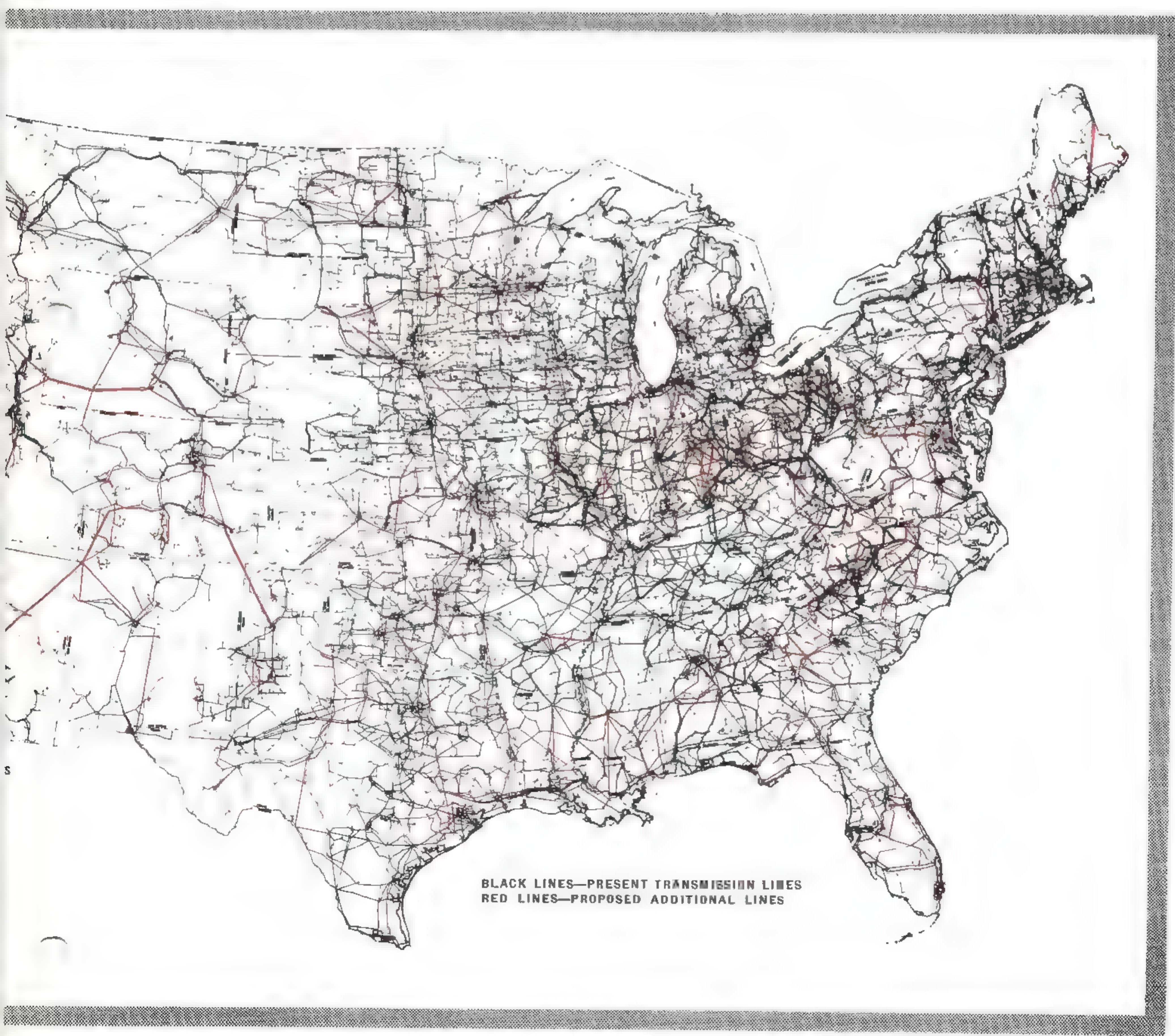
This giant transmission network is needed to carry the greatest concentration of electric power in the world. With only about 1/16 of the world's population, the U. S. today has about 1/3 of the world's electric power-producing capacity. We have more than the next five countries in the world combined, three times as much as Russia. And our present capacity is expected to double by 1970.

To build ahead of the nation's needs, the investor-owned companies have been spending more than 3 billion dollars a year on plants, lines and equipment. This is equivalent to 10% of all new construction for all American business, and it is the largest of any single industry.

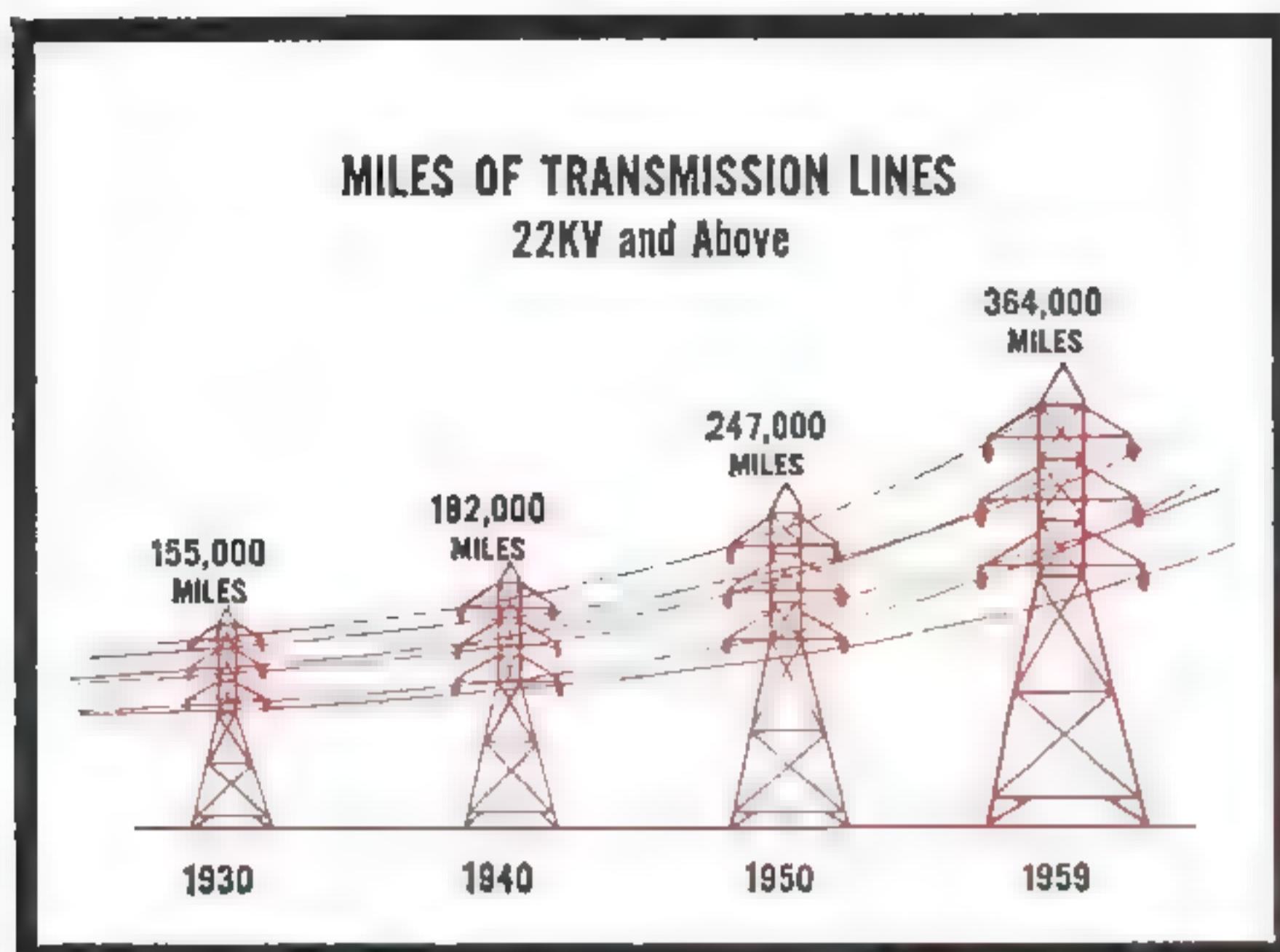
And the power companies' expenditures will be even greater in the future.



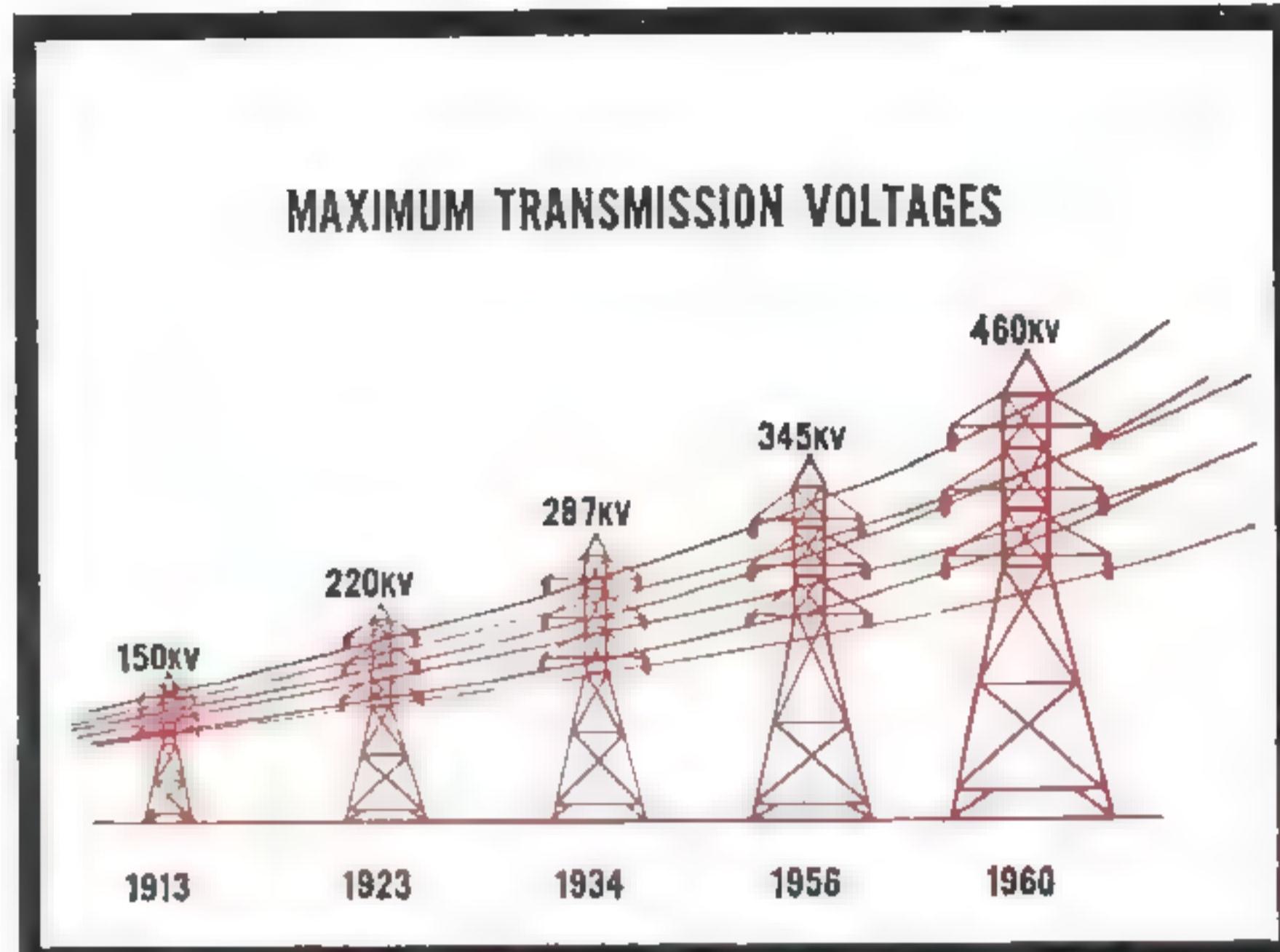
Light and Power Companies nent in next 10 years



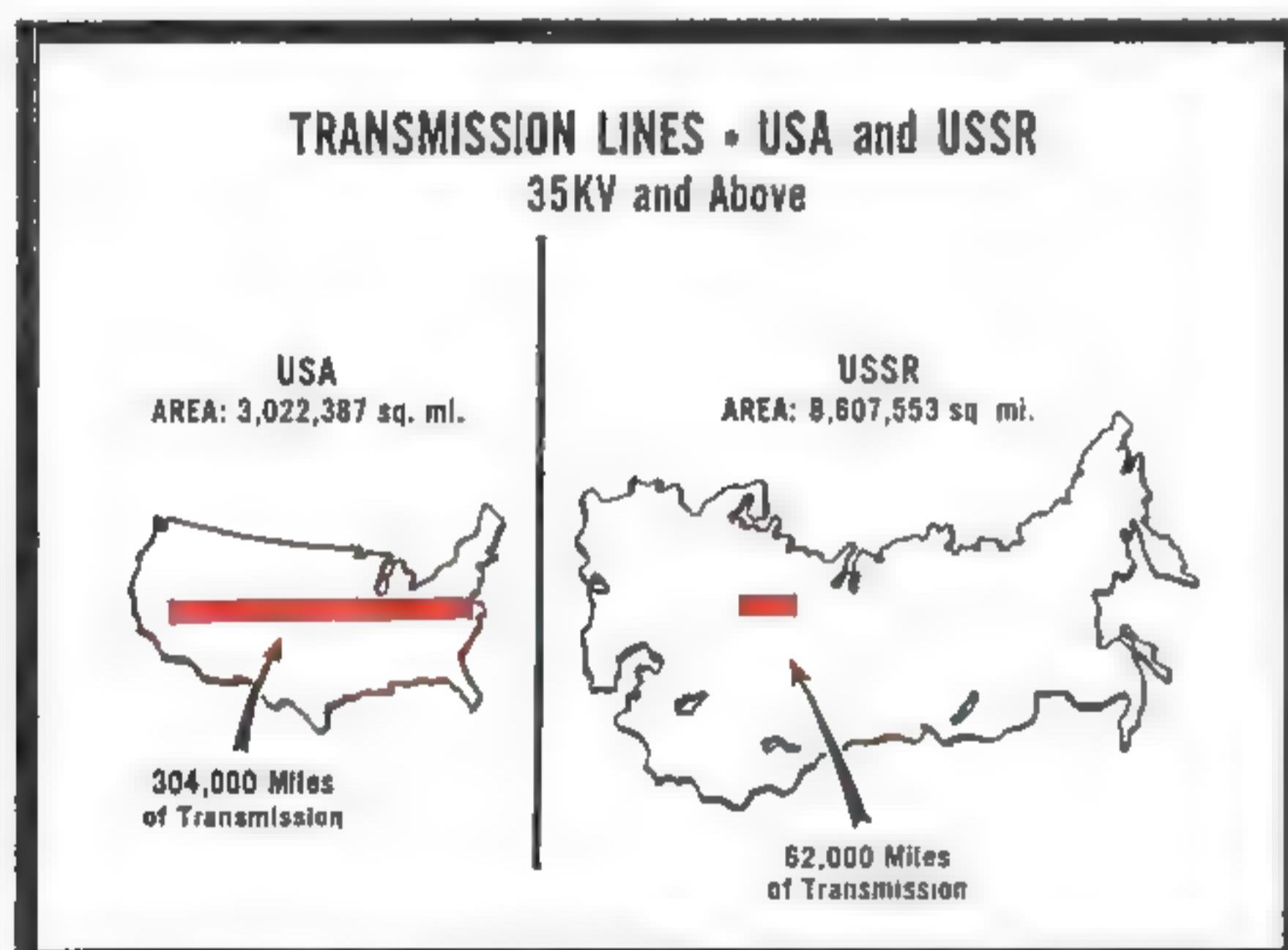
USA's electric transmission network growing rapidly in every way



MILES OF TRANSMISSION LINES IN USA have increased steadily—from 155,000 miles in 1930 to 364,000 miles in 1959. By 1970, this figure will have reached nearly 500,000 miles. These lines will be interconnected from coast to coast to form a giant nationwide power grid.



MAXIMUM TRANSMISSION VOLTAGES have climbed from 150,000 volts (150 kv) in 1913 to 460,000 today. Still higher voltages are likely. For example, an investor-owned electric company, in association with several manufacturers, has been operating an experimental line of 775,000 volts.



COMPARISON OF USA AND USSR shows America to have about five times as many miles of transmission lines as Russia on about 1/3 the land area. It is virtually impossible for Russia to construct a comparable transmission network in the foreseeable future.

The investor-owned electric light and power companies are engaged in the greatest building program of any industry in the nation. They can supply all the additional electric power needed to keep America the most powerful country in the world.



Reddy's Kollege of Kilowatt Knowledge

1. When was the first all-electric heat pump installed on our Company's lines?
a. 1947; b. 1935; c. 1951;
d. 1940.
2. What is the total value of the Company's Employee's Thrift Plan as of July 31?
a. \$367,577.43; b. \$4,117,089.18;
c. \$1,029,437.62; d. \$3,061,577.13
3. At the height of World War II, taxes soared to take an amount equal to \$388 from every American man, woman and child. What did last year's tax bill average per person?
a. \$414; b. \$638; c. \$715;
d. \$502.
4. How much money will the investor-owned electric light and power companies of America invest in new transmission lines between 1960 and 1970?
a. \$7,000,000; b. \$530,000,000;
c. \$700,000,000; d. \$7,300,000,000.
5. About how many poles does our Company have throughout its system?
a. 225,000; b. 500,000; c. 175,000; d. 88,000.

Answers on Page 21



VACATION SAFETY PICTURE CONTEST WINNER. G. A. Bossley, switchboard operator, Naches Station, was the winner of the \$25 first prize in the System Safety Department's Vacation Safety Photo Contest with his color photograph entitled "Check-Off for Safety". In the picture, Mr. and Mrs. Bossley go over their safety-check-off list for their boat and its safety equipment before taking it out for a day's outing. There were no winners for the second and third prizes offered in the contest.

Welcome Aboard

New Employees AUGUST

Charles E. Echard
Luther M. Barrow, Jr.
Tommy L. Elliott
Jerry B. Hodge
Earnest J. Breaux
Shirley J. Noah
Barbara O. Berg
Ralph L. Haynes, Jr.
Bernard L. Sonnier
Billie P. Morrison
Joan Martin
Sylvia M. Hopper
Donnell A. Ramsey
Linda O. Cedars
Haskell G. Silkwood
Shelby J. Gilmore
Joyce B. Guillory
Beverly W. Jeghers
Lilabetta C. Young
Rodney K. Nunally

Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Beaumont
Baton Rouge
Baton Rouge
Baton Rouge
Baton Rouge
Baton Rouge
Port Arthur
Port Arthur
Lake Charles
Lake Charles
Lake Charles
Lake Charles
Sulpher

System Prod
Neches Sta
T&D (Line)
Treasury
Treasury
Custs Acctg
Custs Acctg
Engineer
Louisiana Sta
Gas
T&D (Eng)
Custs Acctg
Appliance Repair
Custs Acctg
Residential Sales
T&D (Line)
PBX
Custs Acctg
Custs Acctg
Treasury





*Ever wonder what goes
on in Washington? . . .*

Test Your Political Knowledge



THERE'S an old story about how you can always tell whether a man is a native American. If he is, the story goes, he won't know the second verse of the Star-Spangled Banner.

This may or may not be true, but many Americans have very little knowledge of the workings of the representative democracy by which they govern themselves.

Try this quiz. It is designed to help you brush up on the more basic information concerning the democratic way of life in our republic.

If, after taking the quiz, you want more information, you might contact the local Chamber of Commerce, the local political organizations, or such non-partisan organizations as the League of Women Voters.

1. The number of U. S. Senators representing each state is: (a) Always one. (b) Always two. (c) Determined by the states' population.
2. The Senate—or upper house of Congress—is made up of how many Senators? (a) 96. (b) 100. (c) 200.
3. Who serves as President and Presiding Officer of the Senate: (a) The Senator with the longest term in office. (b) The leader of the majority. (c) The Vice President of the United States.
4. One-third of the Senate is elected every two years to how long a term? (a) Six years. (b) Two years. (c) Four years.
5. What happens in case of a tie-vote in the Senate? (a) The President of the Senate casts the tie-breaking vote. (b) The question is referred to the House of Representatives. (c) A filibuster gets underway.
6. Chairmen of the Senate committee are selected by the majority party and usually on basis of:

- (a) Seniority. (b) Special knowledge.
(c) Presidential recommendation.
7. The presiding officer (or Speaker) of the House of Representatives—one of the most influential men in the nation's government—is:
(a) Thomas H. Kuchel. (b) Lyndon Johnson.
(c) Sam Rayburn.
8. In 1954, the Senate was composed of 47 Republicans, 48 Democrats, and one Independent. In the present Senate, what is the party alignment in terms of members? (a) 64 Democrats and 36 Republicans. (b) 72 Democrats and 28 Republicans. (c) 64 Republicans and 34 Democrats.
9. In 1954, the House of Representatives was composed of 221 Republicans, 213 Democrats and one Independent. What is the present party alignment in the House? (a) 220 Democrats and 216 Republicans. (b) 221 Republicans and 214 Democrats. (c) 260 Democrats, 172 Republicans, and 5 vacancies.
10. When the Vice President succeeds the President (in the event of a President's resignation, removal, death or sickness), who then becomes Vice President? (a) President pro tempore of the Senate. (b) Secretary of State. (c) Speaker of the House of Representatives. (d) No one becomes vice president, but the speaker of the House of Representatives is next in the line of succession to become president.
11. The Supreme Court is made up of: (a) 12 Justices. (b) Chief Justice and 11 Associate Justices. (c) Chief Justice and eight Associate Justices.
12. Who is present Chief Justice of the Supreme Court? (a) Felix Frankfurter. (b) Tom Clark.
(c) Earl Warren.

13. What happens to a bill which is vetoed by the President? (a) It is submitted to the Supreme Court for a ruling. (b) It cannot become a law. (c) It can become a law without the President's signature if again passed by a two-thirds vote of both houses of Congress.
14. How much did it cost during the past year (fiscal 1960) to run the Federal Government for just one day? (a) Over \$500,000. (b) Over \$50 million. (c) Over \$700 million.
15. How much would it cost each U. S. family in additional taxes to pay off the national debt this year? (a) Over \$1,000. (b) Over \$8,000. (c) Over \$500.
16. What is the average citizen's largest annual expense? (a) Taxes. (b) Food. (c) Housing.
17. Who are the U. S. Senators from Texas? (a) John G. Tower and Ralph W. Yarborough. (b) Homer Thornberry and John G. Tower. (c) Bill Blakely and Ralph W. Yarborough.
18. Who are the U. S. Senators from Louisiana? (a) Hale Boggs and Russell B. Long. (b) Allen J. Ellender and E. E. Willis. (c) Allen J. Ellender and Russell B. Long.

ANSWERS

- | | |
|------|-------|
| 6. a | 12. c |
| 5. a | 11. c |
| 4. a | 10. d |
| 3. c | 15. b |
| 2. b | 9. e |
| 1. b | 8. a |
| | 7. c |
| | 13. e |
| | 18. c |
| | 17. a |
| | 16. a |

During our travels we frequently consulted John Gunther's *Inside Russia*, and read some pages aloud. Gunther described at some length the cruelty and double-crossing of Stalin's regime. Nicky wanted a peek at the book every chance he got; and, when we left, we gave him our copy. This, too, had to be well wrapped and concealed before he was willing to take it with him.

Outside Leningrad we visited the great Peterhof Palace, which had been entirely destroyed in the 900-day siege by the Germans during World War II. In the past few years, the Russians have spent millions and millions restoring the palace, its fountains and gardens. My wife said to Nicky: "I thought you Communists wanted to get rid of czars and palaces. Your housing is inadequate; your quarters are wretched and lack bathrooms; and yet you spend millions fixing up this old palace. What for?"

Nicky thought a minute and then said: "Well, I've often wondered about that one myself." This is the only time a dent showed in his brainwashed armor plate.

Commenting on Moscow's subways, I said: "These subways are very elaborate. They look like the anteroom to a king's quarters. In America we have subways but they're just concrete holes in the ground, built for the purpose of going places. We like to embellish our homes. Why do you lavish all this money down here in the subway?"

To this Nicky gave the stock answer: "Oh, we own all of this. It belongs to us. We are very proud of it."

One more anecdote. Nicky said to me: "Private ownership is inconceivable to me. Is it true that private citizens own your factories?"

When I replied in the affirmative, Nicky asked: "Don't the stockholders cheat the workers? We would in this country."

I told him about the division of wealth between the stockholders and the workers and explained that nearly 90 per cent of the wealth created is divided among those that work while only a small percentage goes to the owners. Nicky shook his head and said: "I can't understand it. Why would anyone want to be a shareholder if that is all they get?"

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An American Businessman

On Tour in Russia

DURING our trip to Russia a year ago, we took a liking to one of our guides — a bright young man with a sense of humor. I shall call him Nicky, although that isn't his real name.

We talked about free enterprise, religion, and other things. One day I spoke of being free, and Nicky said: "I am just as free as you are. What do you mean?"

"Well," I said, "for one thing, here I am free to leave my own country and come to Russia for travel and sightseeing. I didn't have to ask permission of anybody and I don't have to report to anybody when I get home. Nicky, why don't you come to America and visit us and do some sightseeing?"

When he explained that he couldn't afford to, I said: "I'll be glad to buy you a ticket and supply you travel money so that you can make the trip, travel around the United States, visit me in my home, and have a good time."

"Oh, but they would never give me permission to go," said Nicky.

"Who are 'they'?" I asked.

"The government," he replied.

It had not occurred to him until then that he was not free.

One day he expressed interest in our World Almanac, which, once had been forbidden in Russia, possibly because it contained too much accurate information. Although we offered to give him our copy, he didn't want to accept it until evening, and then carried it home under his coat. When we asked him if this were freedom, he replied: "It is everywhere this way."

how to avoid catching cold..



KEEP OUT OF DRAFTS

RAPID CHANGE OF TEMPERATURE SETS STAGE FOR COLDS BY LOWERING YOUR RESISTANCE TO COLD BUG.

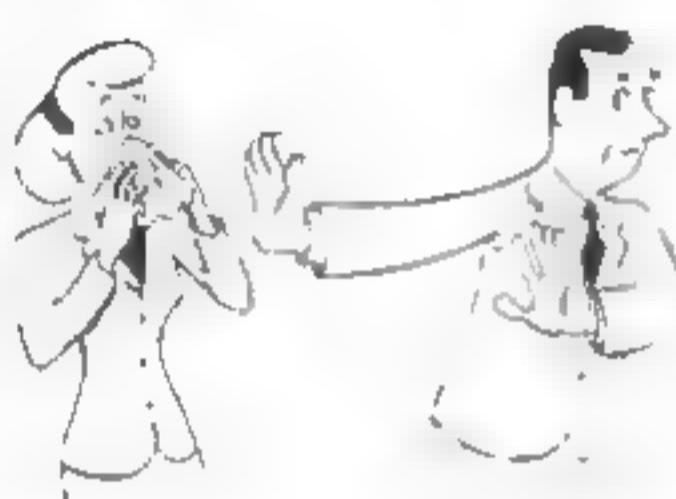


BEWARE OF FATIGUE...

GET PLENTY OF REST, EAT THE RIGHT FOODS AND GET YOUR SHARE OF EXERCISE, FRESH AIR AND SUNSHINE



Go to bed and rest



Avoid people with Colds as much as possible



KEEP FEET WARM AND DRY



BE SURE TO USE YOUR HANDKERCHIEF TO STIFLE COUGHS AND SNEEZEES TO PREVENT OTHERS FROM CATCHING YOUR COLD.

EAT LIGHT MEALS WITH NOURISHING FOODS.... DRINK PLENTY OF WATER, FRUIT DRINKS, SOUPS, ETC.



CALL THE DOCTOR... IF YOU HAVE A FEVER, ACHES, OR A RACKING COUGH FOR MORE THAN 24 HOURS, DANGER! CALL DOCTOR AT ONCE IF YOU HAVE CHILLS OR RUST COLORED SPUTUM.

So what... You've got a cold!

Winter weather is just around the corner.

soon it will again be . . .

COLD TIME

DON'T be average.

Otherwise, you'll have three colds this year, missing three to seven days of work, and blowing not only your nose but a good deal of money as well. Colds cost American industry an esti-

mated two to five billion dollars a year, according to the Common Cold Foundation—five times as much as the total cost of all labor stoppages! From 40% to 50% of all days lost from work are lost because of colds.

During the months of October and November there have been times, according to Gallup surveys, when one out of every seven people had a cold. On a single February day, some 20 million men, women and children may be complaining of sore throats, inflamed eyes and dripping noses. Some of the sufferers take all this lying down, some don't—but we as a nation spend some 75 to 100 million dollars a year on cold-prevention remedies, many of which are actually useless.

Much of the confusion about the prevention and treatment of the common cold stems from misconceptions as to its cause. Certain types of viruses have been identified by doctors with the spread of colds—but this is not the whole story. The larger germs known as bacteria often invade tissues already softened up by the virus, prolonging the cold for two or three weeks. Antibiotics, those amazing "wonder drugs", are powerless against the cold virus. But, say medical researchers, they can be helpful in treating cold complications caused by bacteria.

Weather Changes Cause Colds

Does cold weather induce colds? According to the best available evidence, no. It's the change in weather, from warm to sudden cold—and from dry, warm interiors to cold wet outdoor weather—that does it. This is why people who live in the mild coastal areas have fewer colds than those in sections where seasonal variations in temperature are greater.

Instead of huddling in a stuffy room—or, as one aviator does, flying at 20,000 feet to cure a cold! —you'll be much better off following these simple suggestions for cold prevention and cure.

Cold Prevention

Avoid cold "carriers". This means staying away from cold sufferers (and from crowds likely to harbor sniffers) as much as possible. One sneeze can blast 20,000 virus-laden droplets up to 12 feet at a speed of two miles per minute! But viruses can cling to anything a cold sufferer has used, including chairs and tables. Precaution: Clean hands thoroughly before each meal. If you must associate with sneezers, don't handle their cups, glasses and towels.

Arrange "environment" control. Go to great lengths to avoid being cold and wet at the same time; in combination, the two conditions are very hazardous. Stuffy rooms, as noted above, can also set the stage for a cold; according to the Life Extension Founda-

tion, the average household should be kept at a temperature of 68 to 70 degrees Fahrenheit (74 degrees if there are sick or aged people in the house). At night, you'll get all the fresh air you need if you open the window a crack—and you're far less likely to be in dangerous drafts.

Stay in top physical shape. Take walks whenever weather permits; doctors suggest that we get fewer colds in summer partly because we get more exercise then, hence are in better physical condition. To avoid fatigue that lowers resistance to colds, get a little more sleep than our usual nightly quota.

Cold Cures

Suppose—after all this—you catch a cold? The most important thing is to act quickly—before the cold gets a solid foothold. Here's how.

1. Complete rest has time and again been proven to be the best treatment for a cold.

2. Inhaling the steam from an electric vaporizer can do a great deal to relieve your discomfort. The steam lubricates irritated membranes, preventing further irritation, and breaks up congestion in those areas where cold complications are most likely to start—head, lungs, bronchial tubes.

3. Use some effective medication. Most so-called "cold cures" are virtually worthless, but some medical preparations do provide a measure of relief. A combination capsule developed by The Upjohn Company, for example, makes a three-pronged attack on common cold symptoms. Called Pyroxate, the capsules include an anti-allergic compound, a drug that reduces inflammation, and chemicals that cut down discomfort and fever.

4. Keep your diet simple and nourishing, heavy on liquids, light on gooey foods. Don't go out of your way to "feed a cold"—overeating places an added burden on your system, which is already working harder than usual to fight the virus.

5. If your temperature goes to 101, or if you have pains in the chest or chills, call your doctor. These symptoms indicate that you may have gone past the common cold stage.

Don't follow the advice of the anonymous stoic who quipped, "the only way to treat a cold is with contempt". If you recognize that the common cold is nothing to be sneezed at, you may be doing less sneezing than your friends and neighbors this year. Whether or not you're above average in other respects, at least you can turn up your nose at the average Joe Blow.

Attack Fatal For T. A. Amedee Of Baton Rouge

THOMAS ANTHONY AMEDEE, re-pairman second class at Louisiana Station, died September 28, at his residence, 821 Costello Lane, Baton Rouge. He was 59.

A native of Vacherie, Amedee joined Gulf States in April, 1944.

He was a member of the Holy Name Society of St. Joseph's Catholic Church. Services were held Sept. 30, at St. Joseph's Church with burial in Rose-lawn Memorial Park. Mr. Amedee is survived by his wife, the former Elvine Brignac of Baton Rouge; seven daughters, Mrs. Vince Mascarella, Mrs. Anthony Mumphrey, Mrs. Jack



Mr. Amedee

Mumphrey, Mrs. Horace Treuil, Miss Lucille Amedee, Miss Sylvia Amedee and Miss Marian Amedee, all of Baton Rouge; one sister, Mrs. Elmore Abadie of Vacherie, and one brother, Ives Amedee of Vacherie.

From the Los Angeles Times: "Somebody said newspaper readers will recall a snatch of an editorial longer than anything else except the spot news. We can't remember who said it and we can't prove it is true, but it comforts the lonely inmate of the

editorial writer's cloister. He knows he has no name, and therefore no fame; he only hopes, if his heart is in his work, that some reader may be confirmed in an opinion or act on a conviction because of a solemn sentence or two in an anonymous editorial."



BACK TO SCHOOL. J. W. Atkins, operating supervisor, Beaumont; Jack Kirkland, electrical operating superintendent, Baton Rouge; J. D. Jordan, supervisor, Project Engineering, Beaumont; and A. J. Matherne, Jr., superintendent, Willow Glen Station, recently attended the four week Public Utility Executive Course at Georgia Tech where they studied such subjects as management principles, economics, industrial relations, personal administration, rate-making, state and federal regulations, taxes, utility finance, marketing, public speaking, speed reading, business ethics and the humanities.

E. E. Figari Promoted to Neches Station Superintendent

E. E. FIGARI, formerly executive office engineer, Beaumont, has been promoted to superintendent of Neches Station, Beaumont. The promotion was effective October 1, according to J. A. Reich, production manager, Beaumont.

A native of Galveston, Mr. Figari succeeded W. A. Whitten, who retired on October 1. Mr. Figari is a mechanical engineering graduate of Texas A&M College and has been an employee of our Company since January, 1929.

He came to work in Port Arthur at

the old Lakeside Plant, which the Company no longer operates. He held various positions at the plant until 1932, when he was transferred to Navasota as chief engineer and dispatcher. He was promoted to office engineer and transferred to Beaumont in 1941. Prior to his promotion to executive office engineer, he served as assistant to the supervisor of production for the Texas divisions.

During his college years at A&M, he was an all-conference guard on the Aggie football team. He is married and has three children. He is an active



Mr. Figari

member of St. Anne's Catholic Church and is a member of the American Society of Mechanical Engineers.



Mr. Whiddon

Tom Whiddon Named Supervisor

THOMAS R. WHIDDON, JR., Personnel, Beaumont, was promoted to supervisor of salary administration, effective September 1, it was announced by E. A. Werner, vice president and personnel manager, Baton Rouge.

A native of Austin, Texas, Mr. Whiddon graduated from the University of Texas with a BBA degree, majoring in personnel management and applied psychology.

He was employed by our Company in February, 1952, as a clerk in the Personnel Department in Beaumont. He was promoted to personnel assistant in September, 1957, and held this position at the time of his promotion.



John A. Garcia	Beaumont	Repairman 1/C-Neches
Vernon C. Holland	Beaumont	Master Reprmn-Neches
Joseph C. Hoell	Beaumont	Electrician 2/C-Neches
Winston R. Breaux	Beaumont	Apprentice-T&D
David E. Kelly	Beaumont	Lineman 4/C
James C. West, Jr.	Beaumont	Lineman 1/C
Thomas O. Adams	Beaumont	Bldg&Grnds MtceMan-T&D
Raymond L. Dupree	Beaumont	Eng Asst-Eng
Marvin E. Ogden	Beaumont	Eng Asst-Eng
James L. French	Beaumont	Draftsman-Eng
John F. Goodhue	Beaumont	Draftsman-Eng
Charles E. Jones	Beaumont	Bldg&GrndsMtceMan
Gulah W. Marshall	Beaumont	Sr Dept Clerk
Dorothy S. Burk	Beaumont	Key Punch Operator-Sr
Evan E. Evans	Beaumont	Accountant
Eugene C. Martin	Bridge City	Master Test Tech
Morris E. Sandefur	Bridge City	Master Electrician
Wayne L. Allen	Cleveland	Lineman 4/C
Arthur E. Davis	Port Arthur	Lineman 1/C
Daniel A. Puckett	Port Arthur	Appliance Repairman-2/C
Dorothy T. Rea	Port Arthur	Home Service Advisor-Sr.
James H. Chandler	Baton Rouge	Repairman 1/C-LaSta
Bobby G. Harrington	Baton Rouge	Serviceman 2/C-Gas
Percy P. Lee	Baton Rouge	Serviceman 1/C-Gas
Francis J. Berteau	Baton Rouge	Apprentice-T&D
Walter B. Dykes	Baton Rouge	Truckdriver-T&D
Roland J. Braud	Baton Rouge	Lineman 1/C
Jimmie R. Neal	Baton Rouge	S/Sta Mechanic 1/C
Martin C. Hebert	Baton Rouge	Serviceman 1/C
Fred D. Doucet	Lake Charles	Electrician 2/C RSN
Bradley J. Broussard	Lake Charles	Lineman 3/C
Lonnie G. Cox	Lake Charles	Lineman 2/C



Mr. Smith

R. D. Smith To Retire November 1

RAMIE D. SMITH, supervisor and inspector of contract service, Baton Rouge, Gas Department, will retire November 1 after almost 40 years of service to our Company.

Mr. Smith came to work for a predecessor company in Baton Rouge on November 23, 1921. He became an employee of the present Baton Rouge Gas Department on February 23, 1931, as a welder. By February 16, 1941, he had advanced to foreman. In November, 1953, he was promoted to the position he holds at the time of his retirement.

A native of East Baton Rouge Parish, he is a graduate of the high school at Central, Louisiana, and attended the Baton Rouge Business College.



October, 1961

G. H. Rafferty To Retire November 1

GEORGE H. "HARRY" RAFFERTY, internal auditor, Beaumont Treasury Department, and an employee in Beaumont for 32 years, will retire November 1.

A graduate of Beaumont High School, Mr. Rafferty began employment as a utility clerk in June, 1929. In October, 1930, he was promoted to customers accounts clerk and in August, 1933, he was promoted to chief customers accounts clerk.

He was promoted to supervisor of customers accounts in June, 1942, and in December, 1950, he was promoted to system consumers accountant. In September, 1960, he was promoted to the position of internal auditor, the job



Mr. Rafferty

he held at the time of his retirement.

Mr. Rafferty has long been active in civic circles in Beaumont, and in 1960, the YMCA dedicated its Fair catalogue to him in recognition of his work with that organization.

I place economy among the first and most important virtues, and public debt as the greatest of dangers to be faced . . . To preserve our independence, we must not let our rulers load us with perpetual debt . . . We must make our choice between economy and liberty or profusion and servitude . . . if we run into such debts, we must

be taxed on our meat and drink, in our necessities and our comforts, in our labors and our amusements . . . If we can prevent the Government from wasting the labors of the people, under the pretense of caring for them, they will be happy.

—Thomas Jefferson

Answers To

Kilowatt Kollege

Questions on Page 15

1. b. 1935—That year, Gulf States pioneered the use of the heat pump by installing a reverse cycle unit in our Port Arthur office.
2. d. \$3,061,577.13—Of this total \$1,833,849.33 has been contributed by employees and \$1,020,992.00 by the Company, with the rest being accounted for by interest, dividends and gains on sales. During the four year history of the Thrift Plan, employee and Company contributions have actually totalled more, but withdrawals

have lowered the present value.

3. c. \$715—Outpacing our population growth, total fiscal 1960 tax collections were about \$715 per person.
4. d. \$7,300,000,000—Combined with existing facilities, this new construction will provide America with a \$14 billion, nation-wide system of interconnections and power pools that will supply all the power needed, more dependably and more efficiently.
5. a. 225,000—These nearly a quarter million poles represent an investment of \$12,500,000.

(Sources for these answers will be furnished upon request.)

SERVICE

AWARDS

TEN YEARS



Ray Fisher
Production
Baton Rouge



J. B. Flanagan, Jr.
Distribution
Beaumont



O. G. Gill
Distribution
Port Arthur

THIRTY YEARS



C. A. Smith
Gas
Baton Rouge



R. W. Hendon
Distribution
Port Arthur



E. M. Labure
Distribution
Port Arthur



M. J. Mezine
Production
Lake Charles



Lawyer Fields
Production
Baton Rouge



James Spears
Production
Baton Rouge



Howard Romero
Distribution
Port Arthur



J. F. Smith
Production
Baton Rouge



J. D. Wallace, Jr.
Production
Baton Rouge

TWENTY YEARS



C. R. Vaughan
Distribution
Port Arthur



Tom Mitchell, Jr.
Distribution
Beaumont



P. D. Narcisse
Distribution
Port Arthur



Edgar Perkins, Jr.
Distribution
Beaumont



Alton Walker
Gas
Baton Rouge



Cleveland Williams
Distribution
Beaumont



"AN OUNCE OF PREVENTION IS WORTH
A POUND OF CURE."

*This safety cartoon was submitted by C. E. Kleinpeter, substation mechanic, Baton Rouge. Mr. Kleinpeter also submitted the caption for the picture as "A stitch in time saves nine", but T. O. McKnight, safety-claims agent, Baton Rouge, suggested the above caption as being applicable to our operations.



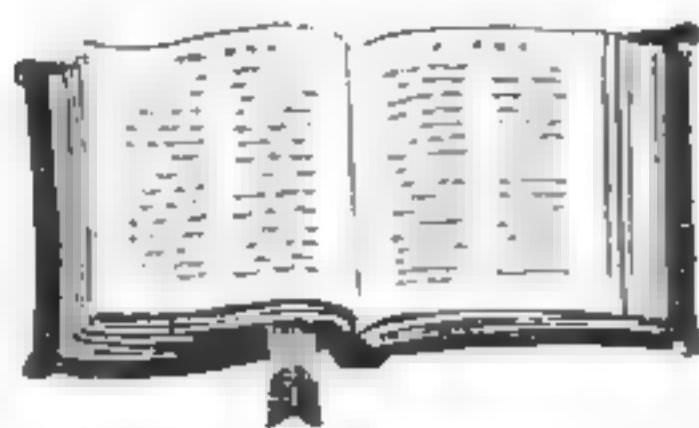
THRIFT PLAN INVESTMENTS

DURING September the Trustee purchased 1,124 shares of common stock at a total cost of \$49,026.87 or an average cost of \$43.61821174 per share. He also purchased 114 shares of \$4.40 preferred at a total cost of \$10,276.10 an average cost of \$90.141228 per share.

The Trustee deposited \$20,128.25 with the Savings Department of The First National Bank of Beaumont.

These purchases were made from employee deductions and Company contributions through August.

BIBLE - BREAK a monthly column



By Ruby Lee Adams

THE Twelve by Twos. Philip and Bartholomew, or Nathanael as he was also called, were the third group which Christ sent forth, on that first great missionary itinerary, 'to the lost sheep of the house of Israel.'

They were Galilean peasants, old friends; and when Philip had accepted Christ's invitation, 'follow Me,' he found his friend Bartholomew and told him that 'we have found Him of whom Moses in the law, and also the prophets did write, Jesus of Nazareth, the Son of Joseph.' When Bartholomew in reply to Philip's statement, asks: 'can there any good thing come of Nazareth?' Philip is unable to argue and said to him, 'Come and see.' Bartholomew's reply was natural, since Nazareth was a town of no reputation; the prophets had said nothing about it; almost every village in Palestine had been mentioned in the Old Testament, but not Nazareth. Nothing had ever happened in Nazareth worthy of note until it became the home of the boy Jesus.

The fact that Philip brought Bartholomew to Jesus and became the instrument of his conversion and call cemented the blessed bond between them. But this is not the reason that Christ sent them out together; neither were they united on the basis of their temperament. Christ united them on the basis of a well-balanced intellect, with enough of common sense for life's realities and of mental vigor for the deep truths of religion.

Philip was from the town of Bethsaida, the home of Andrew and Peter; but the only place the

town exists today is in the Bible. Philip learned the hard way; but when his schooling under the Master was complete, he was ready to carry the bread of life to the hungry multitudes wherever he found them. He was hanged against a pillar at Heropolis, a city of Phrygia in Asia Minor.

Bartholomew had a broader grasp; settling once and well the foundation of his faith, he was as serene in storm as in sunshine. He never asked but two questions, and when they were satisfactorily answered he was convinced for all time to come both as to the person and claims of Christ. When Philip told him about Jesus from Nazareth, a fact that made Bartholomew wonder since it was such an insignificant town, he asked, 'can any good come out of Nazareth?' And because he was a man whose habit it was to go to the bottom of things, he acted on Philip's suggestion and went to 'see.' And Jesus, seeing Bartholomew coming, said: 'Behold an Israelite in whom there is no guile.'

Naturally Bartholomew asks: 'Whence knowest thou me?' To his amazement Jesus said, 'when you were under the fig tree I saw you.' This was too much for Bartholomew and at once he exclaimed, 'Rabbi, thou art the Son of God; thou art the King of Israel.' From that time on he was one of the faithful and beloved among the followers of Jesus.

Jesus needed a man like Bartholomew who possessed simple piety. It is a treasure like fine gold. The apostles needed this simple, priceless virtue that Bartholomew had in abundance. Jesus observed that Bartholomew was good to the core, with no pretense, no sham, no personal ambition. No man becomes good by accident; it is an accomplishment. It is the result of purposeful self-discipline. A man is good because he prizes goodness; because he wants to be good; because he thrives daily to be good.

Tradition has it that Bartholomew was flayed alive in Albanopolis, Armenia. Thus, the symbol of this man across the centuries has been a knife and an open Bible.



SEAR'S 75TH YEAR. The Jennings Sales Department helped the local Sears and Roebuck Store celebrate its 75th Anniversary Jubilee Sale with an all-electric living demonstration. About 250 persons attended the informative demonstration and learned how they could live better electrically. The Kenmore "Classic Electric" Cooking Center was used throughout the program. Putting on the program were John Bordelon, left, residential sales representative, and Irma Lee Hargrader, home service advisor posing before the show with Mrs. E. Fulton, manager of the Jennings store and store sales personnel.

gulf staters in the news

Nathaniel P. Broussard, substation operator, Lafayette, has been appointed by Governor Jimmy Davis as school board member from Ward 8, Lafayette Parish. Mr. Broussard has been an employee of our Company for 14 years.

R. O. Wheeler, Baton Rouge Division manager, has accepted an invitation to serve a five-year term as a member of the Advisory Board of Our Lady of the Lake Hospital in Baton Rouge.

Robert Junot, serviceman in Madisonville, was elected vice president of the Madisonville Rotary Club recently.

Virgil Shaw, commercial sales representative, Port Arthur, was appointed parade chairman for the ninth annual CavOILcade.

Wayne Dunham, substation operator, Port Arthur, filled a quadruple job in this year's CavOILcade. He again provided the setting for the queens coronation, design and constructed the set for the musical, "The King and I", and produced and appeared as a performer in the musical.

A. H. Demers, superintendent, Roy S. Nelson Station, was recently elected to the board of directors of the West Calcasieu Association of Commerce.

R. A. "Dick" Landry, supervisor of lighting sales promotion, Beaumont, was the principal speaker at a joint meeting of the Baton Rouge Chapters of the American Institute of Electrical Engineers and the Louisiana Engineering Society. Miss Mildred Tibble, home service advisor, Baton Rouge, was also on the program.

Let's Read Our Mail



Mr. Jimmy Stout

Mr. Robbie Sweet
Somerville, Texas

Dear Jimmy & Robbie:

In behalf of the City of Somerville and the City Commission, I wish to thank you and your company for the fine cooperation and work beyond the call of duty during the storm Carla.

We deeply appreciate everything you have done.

If at any time we can be of help to you, please do not hesitate to call on us.

Sincerely yours,
D. A. Myrow
Mayor
City of Somerville

Lemoine Goodwin
Silsbee

Although we were without service almost 24 hours, we are grateful for your efforts and appreciate the attitude of your service men.

Mrs. Harvey Trahan
United States District Court
Eastern District of Texas

Mr. Morrison received this letter from the following citizens of Anahuac after Hurricane Carla:

Dear Sir:

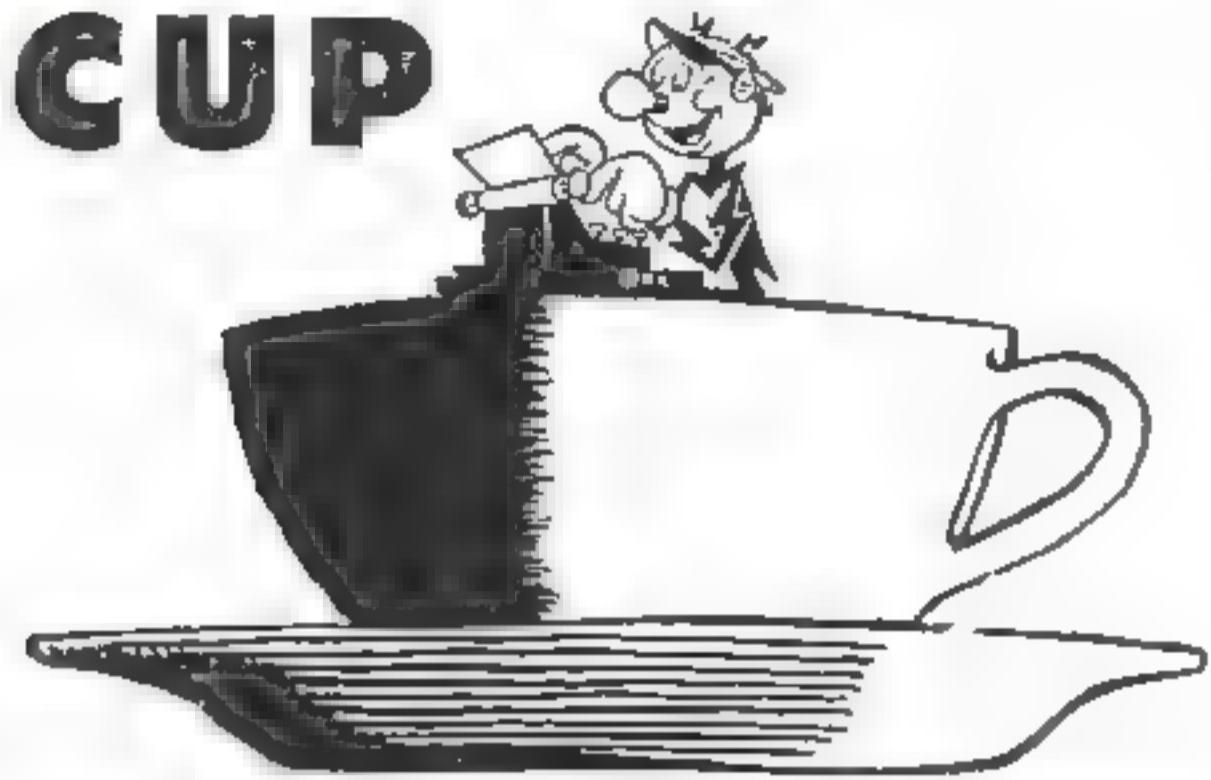
We the citizens of Anahuac wish to extend our thanks and appreciation for the service and efforts put forward in maintaining our electric service during the storm. We were most appreciative of our superintendent and crew as they worked day and night to keep us in electric power.

Yours truly,
Delbert Laskaskie
Jim House
R. E. Ferguson
Mrs. Ralph Leggett
Chas. G. Ezer
Mrs. Dalton Edmonds
Mr. Dalton Edmonds
Mrs. Roy Ferguson



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over the COFFEE CUP



LEAVING Beaumont on September 16 for a week of fun and relaxation were **Mr. & Mrs. Prentice Ward**. They spent two days at Biloxi, Mississippi, then drove on to Bellingrath Gardens near Mobile, Alabama, where they toured the homes and gardens. From this point, the Wards drove to Pensacola and Destine, Florida. Here Imogene and Prentice enjoyed the sun on the beautiful white sandy beaches. Before returning home, they drove to Panama City, Florida. Prentice is in Plant Accounting; and Imogene, the Records Department.

Mr. and Mrs. C. E. Calvert and their two sons enjoyed a week of camping on the Little Missouri River in the Ozarks from August 20 until August 26. Their activities included swimming, fishing, hiking, and rock collecting. Camping is "Old-Hat" to the Calvert family—the youngest of the boys went on his first trip when he was eighteen months old. They have camped in Big Bend, Texas; Oklahoma; Missouri; Arkansas; North Carolina; New Mexico; Tennessee; Colorado; and Kansas.

Mr. & Mrs. Harvey C. Baldwin flew to Corpus Christi, Texas, for the week of August 14 to 19 to visit with friends and Nora Ann's parents. Two side trips were taken to Lake Corpus Christi for fishing, boating and Bar-B-Q parties. Harvey reported he caught 20 Gulf Trout and red fish and 60 fresh water catfish and bass. Nora Ann is in the Records Management Department.

—By Frances Linthicum

A five-star recommendation from the **Joe DeJeans**: Take the family on a leisurely two-and-a-half week trip through cool, colorful Colorado and enchanting New Mexico. No exaggerated claims. Spend at least five days around Colorado Springs, two days in Denver, Cripple Creek and Central City, five at Estes Park, and filter through the tundra atop the Continental Divide via Trail Ridge Road (the highest continuous highway in the world) for a day at Grand Lake and Aspen. Start home by dropping into Taos, New Mexico for a day, into Sante Fe and down to the indescribable Carlsbad Caverns. List of "must-see" points along the way submitted upon request, covering worthwhile museums, side-trips, fabulous art galleries, trail hikes up to the fabulous sites in the Great Rockies. A "must" in the lifetime of every American.

—By Mary Schlicher

A new employee in the System Engineering, Beaumont, is **Alice Crabbe**, who began working this month as a departmental clerk in the planning section.

—By Nadine Hester

WINNER OF FOUR AWARDS.

Mary Elaine Tenholder, daughter of Fred H. Tenholder, commercial sales representative in Beaumont, was the editor of the St. Anthony High School newspaper, The Barker, during her senior year ending May, 1961. The Barker recently received four first place honors and one secondary honor for high school newspapers.

The highest honor received was the International Honor Rating from the International Quill and Scroll Society of Journalists, for being "a newspaper of superior achievement." Other first place honors were the "All American" award of the National Scholastic Press Association; first place among school papers from the Texas Gulf Coast Press Association; and the "All Catholic" press award from the National Catholic School Press Association. The secondary honor was awarded by the Catholic Journalists of Texas.

Mary Elaine is now enrolled as a freshman at Lamar Tech. She is a pledge of Alpha Delta Pi sorority and is working on the staff of the Lamar student publication, The Red Bird.

Miss Linda Pruitt, daughter of Mr. and Mrs. M. K. Pruitt, Naches Station, is a member of the girls drill team, "The Westernairs" at Nederland High School. Miss Pruitt is a junior at Nederland and will perform with the drill team at all football games.

Mr. and Mrs. Pruitt and family attended the CYO Convention held at the Galvez, Buccaneer Hotels and Moody Center in Galveston on August 27-29. The Pruitts were adult advisors for five boys and five girls representing the St. Charles Catholic Church CYO of Nederland.

Harry and Betty Neville enjoyed their August vacation by staying at Crystal Beach and later taking a trip to New Orleans. Betty is departmental clerk at Naches Station.

—By Hazel Johnson

BEAUMONT'S Customers' Accounts employed four new people during September: new clerks are **Shirley Noah** and **Linda Morgan** and the two new meter readers are **Jerry Hodge** and **Eddie Kawaja**.

It seems as if the only people who went on vacation last month managed to go to Dallas to see Six Flags Over Texas. **Barbara Andrews** and **Janis Ocio** were there and **Charlotte Bass** and her family made the trip to Dallas after a vacation in New Orleans, Biloxi, and Florida.

—By Barbara Andrews

STANDARDS Section, Beaumont, is happy to welcome **Raymond Audit** to our section. Raymond is no newcomer to GSU, previously being employed in the Survey Crew. He replaces **Bob Brookins**, who resigned to go back to college and get his degree. Bob plans to make teaching his new career.

—By Carolyn Theobald

ORANGE

An unusual sight on the night Hurricane Carla was to strike, was the many Gulf Staters and families who came into the Orange office carrying food, bedding and other essentials to see them through the storm. Since the damage in our area was not too severe, the time spent together turned out to be enjoyable. Many stayed in the office and others set up "camp" in the nearby Orange Bowling Palace.

Terry Wilburn, operator at Front





"WITH A C, A L, AN E . . ." Nancy, left and Polly, right, daughters of Frank Robinson, commercial sales representative in Cleveland and Conroe, are cheer leaders at Cleveland High School, where Nancy is sophomore and Polly a senior.

Street Substation, recently underwent an emergency appendectomy operation. He has been released from the hospital and reportedly doing fine. Returning to the fold from a lengthy period of illness is Rose Zeto, Orange cashier. We are pleased that Rose is back with us.

Ronnie and Yvonne Martell, Yvonne is the daughter of C. R. Nantz, distribution supervisor, left recently for Lafayette, Indiana, where Ronnie is attending Purdue University, working on his masters in mechanical engineering.

Melvin Hogan spent his vacation in California attending a two weeks training period in the Marine Reserve Unit. This wasn't a new experience for Melvin as this was his third trip to Reserve Camp.

Florence Ward made a fast trip to Florida on her vacation. She says she enjoyed every minute and had a very good time.

Over the Labor Day Weekend, Harriet Babin, home service advisor, journeyed to Bandera with a group of friends and stayed at a "Dude Ranch". The weekend was a pleasant change from every day routine.

Bobby Jack Walls, son of Reba Willey, Sales, recently attended a DeMolay Conclave in San Antonio. Bobby was elected State R.D. Chairman of Texas. Being very active in DeMolay

work, Bobby has obtained the following honors: Past Master Councilor, Order of Knighthood, Representative DeMolay, Past State Executive Committee-man and has received the highest honor in DeMolay, that of Chevalier.

—By Davie Carpenter



AUGUST and September were the months of marriages in Baton Rouge Accounting.

On August 26, Pat Lerio was married to Doug Hanegan in a beautiful ceremony at St. George Catholic Church in Baton Rouge. Pat is employed in Customer History.

Frances Pecora became the bride of Bob Cangelosi on September 9 in St. Gerard Majilla Catholic Church. Frances is a PBX operator.

Janice Bergeron was wed to Bobby Ziegler August 2 in St. Gerard Majilla Catholic Church. Janice is employed in Service Application.

Ed and Violet Picou and daughter, Marie, visited many interesting places while on their vacation. Ed is employed in the Credit Department.

They visited Juarez, Mexico, the South Rim of the Grand Canyon, Disneyland, Marineland, took a tour of Hollywood, Crater Lake, Yellowstone, and Mount Rushmore. They also saw large herds of buffalo in Custer State Park near Mount Rushmore.

Their 24 day trip took them through 17 states and covered 8,100 miles. This tour gave the Picous the distinction of having visited all of the original 48 states.

—By Nancy Hoehn

SAM HOCHFELDER, with Stone and Webster at Louisiana Station, is back at work after vacationing in New York where he visited friends and relatives. While there he also attended some plays and stage shows. We are glad to see Jeff Purdon, office engineer, back at work after his recent vacation in Texas.

EVERYONE in the Gas Department was glad to have Sharkey Bergeron and Ramie Smith back at work. Sharkey returned after an extended illness and Ramie returned after an absence because of surgery.

George Simoneaux, Gas Engineering, has returned from spending two weeks of his vacation in Mexico City. George makes this trip every year. Mrs. Lillian Hansen motored to Colorado Springs, Colorado, on her vacation and dined at the Flying W Ranch. From there she went sightseeing in Dodge City, Kansas.

—By Billie Morrison

CLEVELAND

THINGS are just about back to normal in the Cleveland District after being disturbed by a visit from Carla. All Cleveland employees express their thanks to everyone who came from other districts to aid in restoring service.

Robert Singletary, lineman first class, is recuperating in Cleveland Hospital after having received burns on his right arm and leg in an accident that happened while he was doing work on a pole. Robert is being given passes from the hospital and hopes to be dismissed before too long.

Linda Morgan, local office clerk in Cleveland for almost two years, recently transferred to Beaumont where she works in the Accounting Department. Linda was replaced by Barbara Snell who has previously worked in the Cleveland office.

—By Jane Bazzoon



DAVID DOMINGUE, engineering assistant, and wife, **Betty**, spent an enjoyable vacation along the Mississippi and Louisiana coast. They also spent a few days fishing at picturesque Petti Jean State Park in Arkansas.

Jo Ann Bohannon, departmental clerk, was among those who recently attended the new employees information classes in Beaumont.

—By Zilda Sonnier

THE Substation Department has a new employee, **Howard L. Lamments**, from Albany, New York, who began work on September 20.

Fall weather has arrived and many are taking vacations. **Eddie Duhon** spent several days of his vacation fishing "Big Lake". He caught several large garfish, the largest one weighing 51 pounds. **Eddie Thomason** visited with friends in Anacocca, Louisiana, and went fishing in Anacocca Lake. Later, he and his wife went to Galveston for a few days. **R. J. "Dick" Heinen** and his wife enjoyed a three week vacation visiting their daughter and grandchildren in New Orleans. Others on vacation were **Ivy Dupin**, **Weldon Hoffpauir** and **Harry O'Quinn**.

J. F. Simonson, substation supervisor, and a group of Gulf Staters went to Mobile, Alabama, and spent a few days deep sea fishing.

R. W. Derby, substation foreman, and family have returned from a very enjoyable three week vacation. They spent the first week in Galveston and later went to Arkansas to visit Bob's father and relatives.

Mervin Bergeron claims he has found the best fishing "spot" in the country. Recently he has been fishing the Black River southeast of Jonesville, Louisiana.

Ed Keller, mechanic in the garage, went to Tampa, Florida, to visit his mother during his two-week vacation. He enjoyed a motor trip to Kentucky and Tennessee on his return home.

—By Jo Ann Burnett

TWO new employees joined the Line Department recently. **Shelby J. Gilmore** was employed as a helper on August 22. He has just completed a four year tour of duty with the U.S. Navy. **Larry D. Guillory** joined us during September as a helper. He is a native of Lake Charles.

Margie Leone, departmental clerk, became the bride of John M. Thom, Jr. in Lake Charles' Immaculate Conception Catholic Church on August 5. The couple honeymooned in New Orleans.

—By Margie Thom

A shrimp boil was held at Nelson Station on September 8 for the operators being transferred from Nelson and Riverside Stations to Sabine Station. Among those honored were **W. H. Burris**, **C. H. Douget**, **E. H. Garner**, **C. N. Giffin**, **K. R. Hoffpauir**, **A. V. Leverett**, **W. S. Norwood**, and **R. L. Sellers**, all from Riverside. Employees from Riverside and Nelson Stations all joined together for this event.

James A. Meitzen's trip to Cleveland, Ohio, to attend the course of instruction on and check out of Bailey Meter Company's electronic combustion controls was very interesting and informative, however Jim said he was glad to get home. It seems they worked him too hard. He was in Cleveland from August 20 to 26.

Riverside Station employees enjoying vacations in the last part of August and the month of September were **William Prejean**, **Garland Strong**, **Joe Brown**, **Jack Hemphill**, **Jerry K. Hudson**, **James Hale**, **Wilford Jenkins**, and **Leroy Winbush**. Joe Brown couldn't really call his time off a vacation, as he is in the process of building a new home.

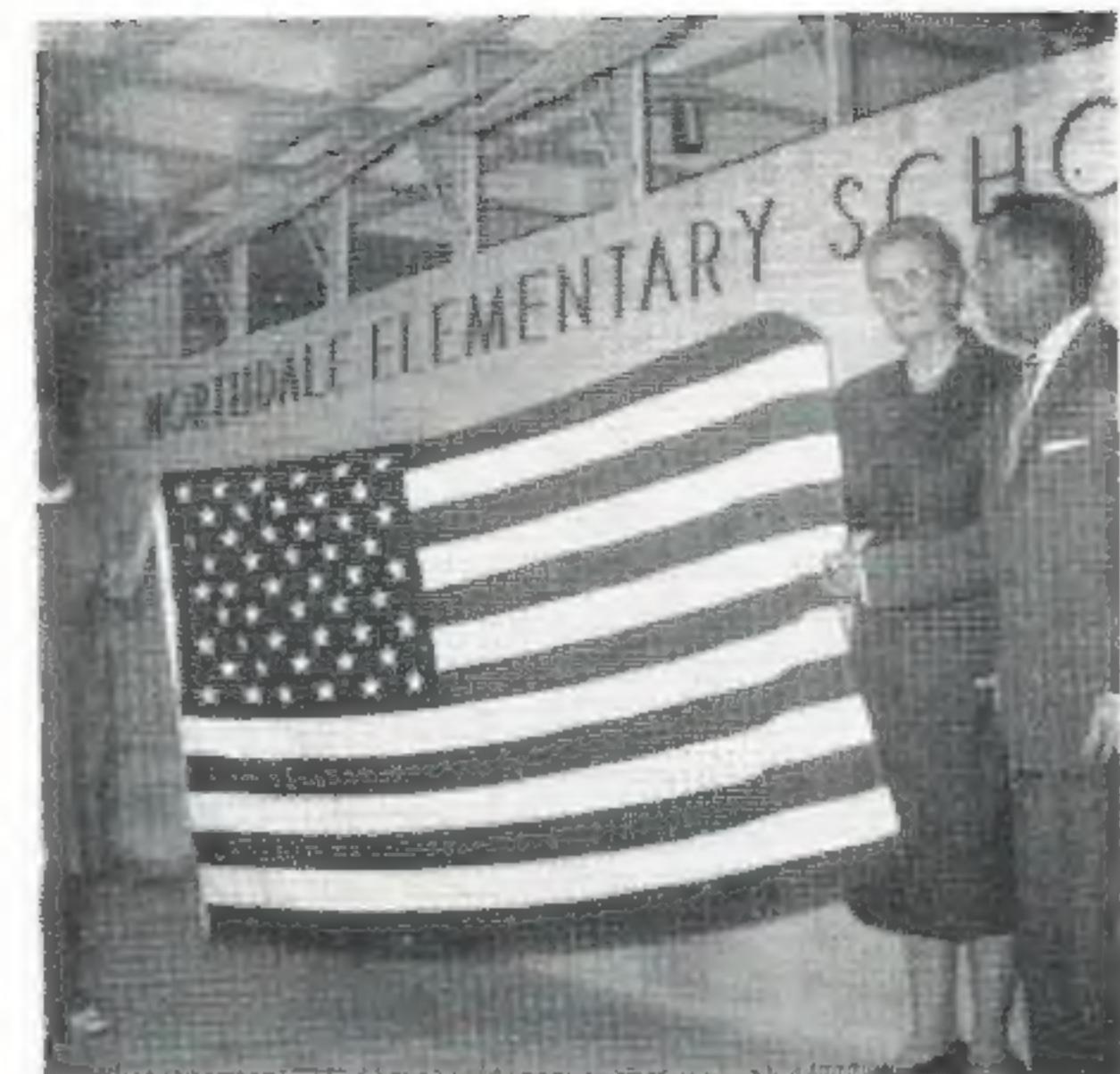
—By Willie Cox

BUCK MOUHART, the "Flying Cajun", (Plain Talks-August) is recovering from a recent appendectomy. He was operated on at St. Patrick hospital, August 15 and released August 21, but he will not be able to return to work for a few more weeks.

Naomi and Mark Kingham with children, **Pamela** and **Robert**, vacationed in the Ozarks. Mrs. Kingham has relative living there. They enjoyed swimming and fishing and other outdoor activities for two weeks before returning home.

Dickie Duhon spent two weeks training with Marine Reserves at McAlester, Oklahoma, recently. Dickie was a temporary summer employee at Nelson Station and left us to resume teaching at S. J. Welch Junior High in Lake Charles. Mrs. Duhon teaches at Oak Park Elementary in Lake Charles.

Teddy and Gene Laningham and daughter, **Sheri Fawn**, spent two weeks vacationing in Wichita Falls, Texas, where they attended a family reunion. They also attended the annual picnic



NEW FLAG, NEW SCHOOL. The first flag to fly at Baton Rouge's new Northdale School was presented to Mrs. Nell Harvey, principal, in a brief ceremony by Fabien Daigle, Baton Rouge Substation, who is the president of the Northdale Citizen's Association. At the left is Mrs. J. R. Livingston, president of the PTA.

of the Live Wire Club in Beaumont at the club's grounds on the Neches River.

—By Dora Ann Aguillard

JENNINGS

NOTICE! Bronze and Gold Medallion homes have been built throughout Jennings, all receiving praise and admiration for their convenience and forwardness to gracious living. We now take pride in "pointing our finger" to one of our employees; the first in Jennings to build a Gold Medallion Home. **Lem and Sue Gravelle** (Lem is a lineman) watch with pride as each new part is built onto their beautiful ranch-style home under construction on Lucy Street in Louisiana's "Cleanest City".

Jo Vida Lavergne, local office clerk, spent her vacation visiting friends in Houston and Hallettsville, Texas. While in Hallettsville she attended a Bohemian dance and learned to dance the Polka.

John R. Bordelon, residential sales representative, and wife, **Bobbie**, along with their children, **Debbie** and **Jeffery**, enjoyed vacationing in North Louisiana and Arkansas. They enjoyed visiting Hot Springs and Lake Hamilton.

Earl Mayfield, utilityman, and family vacationed in Beaumont with friends and relatives. While there Earl also visited Neches Station.

Melvin Garman, engineer, entered two college students at Louisiana Tech. While on vacation, his daughter, **Adele**, returned to Tech as a sopho-

more and son, M. C., is beginning his freshman year. Also entering college this year is **Ray Morris, Jr.**, son of **Ray Morris**, a appliance repairman, who entered the University of Southwestern Louisiana at Lafayette. Ray, Jr. plans to major in business.

—By Mary Ann Gauthier

LAFAYETTE

CORINNE HANLEY, home service advisor, has been on "cloud nine" ever since she received her engagement ring from Tommy Cook of Baton Rouge. A wedding date has not yet been set.

Mr. and Mrs. Honore Miller, he is in the Meter Department, and daughters, **Mona** and **Cynthia**, took a trip to Miami, Florida, during September. Honore won the all-expense paid trip during the Bowlers' Bonanza at the Lafayette Bowling Lanes.



Mr. and Mrs. George Blackwell on the birth of their son, **George Terry**, September 5. Mr. Blackwell is employed at Louisiana Station.

Mr. and Mrs. Wilery R. Bordelon on the birth of their son, **William Jeffrey**, September 1. Mr. Bordelon is at Louisiana Station.

Mr. and Mrs. Marvin F. Vincent on the birth of their daughter, **Rhonda Kay**, September 11. Mr. Vincent is at Louisiana Station.

Darrell and Lois Goodwin on the birth of their first daughter, **Richelle**, August 29. Mr. Goodwin is employed in the Jennings T&D.

Mr. and Mrs. Don M. Blue on the birth of their daughter, **Donna Lynne**, on September 10. Mr. Blue was employed in the Gas Meter Shop, Baton Rouge, until recently when he left for active duty with the U.S. Army.

Mr. and Mrs. Clark McKey on the birth of their daughter, **Becki Dean**, on August 29. Mr. McKey is employed in Gas Service Baton Rouge.

Mr. and Mrs. Mark Couvillon on the

Charlotte Guilbeau spent a weekend in Houston recently attending her cousin's wedding. While in Houston she attended the LSU-Rice football game. **Cynthia Nolan** also attended this game and she spent Labor Day weekend in Grand Isle with friends.

Mr. and Mrs. Frank B. Sonnier, T&D Supervisor, vacationed in -Albuquerque, New Mexico, with their son and daughter-in-law.

Mr. and Mrs. Murphy Guidry, he is a substation operator, and family vacationed for two weeks in Norfolk, Virginia, and Washington, D. C.

Mr. and Mrs. Lucas Denais spent a weekend in Ferriday, Louisiana, visiting friends and doing a little fishing at Horseshoe Lake.

We're glad to see **L. J. Pitre**, garage mechanic, back to work after being off for three weeks due to an operation.

—By Cynthia Trahan

birth of their daughter, **Rhonda Marie**, on September 7. Mr. Couvillion is employed in the Gas Meter Shop, Baton Rouge.

Mr. and Mrs. R. H. Pryne, Jr., on the birth of their daughter, **Patricia Ann**, September 7. Mr. Pryne is employed in the mechanical department at Neches Station.

Melvin and Barbara Ward on the birth of their Daughter, **Patricia Ann**, August 15. Mr. Ward is employed in the Lake Charles T&D Line.

Mr. and Mrs. Jerry A. Cormier on the birth of their son, **John Anthony**, September 9. Mr. Cormier is employed in Substation, Lake Charles.

Mr. and Mrs. Lawrence Bellow on the birth of their son, **Sheldon Lee**, September 17. Mr. Bellow is employed in Substation, Lake Charles.

Mr. and Mrs. Daniel R. Blanchard on the birth of their son, **Sidney Joseph**, September 8. Mr. Blanchard is employed at Riverside Station.

Diana and Derrick Smith on the birth of their first child, **Stacy Lynn**, on July 25, at St. Patrick Hospital in Lake Charles. Mr. Smith is employed at Roy S. Nelson Station.

Joe and Leana Schatzle on the birth of their son, **Erich Joe**, August 18, at St. Patrick Hospital in Lake Charles. Mr. Schatzle is employed at Roy S. Nelson Station.

PLAIN TALKS SYMPATHY TO

Nat Broussard, Lafayette, on the death of his brother, **Romauld Broussard**, on September 17.



A NEW ARRIVAL. Gary Wayne is the newly adopted son of Mr. and Mrs. Billy Creel, Beaumont Sales. Gary was born July 9 and came to live with his new parents and new brother, Jimmy, on July 12.



ONLY SIX DAYS OLD. Rhonda Kaye's father, Marvin Vincent, Louisiana Station, couldn't hardly wait to get her home to take this picture. She was six days old when it was made.



READY FOR BED. David Keith, five-month-old son of Walter Wright, Advertising, Beaumont, was ready for bed when Daddy made this picture.

WHAT MAKES "DEPENDABLE PUBLIC SERVICE?"

Lake Charles Newsman Cites Carla Incident

Recognition for a job well done—under difficult and unusual circumstances—gives a much needed lift to any kind of team—be it athletic, corporate or civic.

Such recognition came our way following Hurricane Carla when the editor of the Lake Charles American Press penned the editorial at right.

The linemen mentioned deserve the praise. And they'd be the first to tell you that theirs weren't isolated or unusual incidents, but were typical of the esprit de corps of the men and women of Gulf States.

A dedicated purpose — a reason for existing and growing — is the lifeblood of any organization. As a public service, our company spares no effort to be the kind of company whose employees work at all hours, in bad weather as well as good, to provide service as dependable as good engineering and trained, skillful employees, can provide.

All of us appreciate the thoughtfulness reflected in this editorial and the extremely capable way it was expressed.

HONORED FOR SAVING LIFE. Donald Sigur, second from left, was presented a Lord Elgin wrist watch by Hunter Huttle, center, Lake Charles customer, for saving the life of E. K. DeWoody, fourth from left, by mouth-to-mouth rescue breathing. At the presentation were David Domingue, left, engineer assistant, and Alford Ellender, far right, Lake Charles customer.

JAMBALAYA

Public Guardians

BEING A FIRM BELIEVER in "flowers to the living", this writer heartily concurs in the sentiments expressed Wednesday morning when Donald A. Sigur, an employee of Gulf States Utilities Co., was presented a wrist watch as a memento of an act of heroism during Hurricane Carla.

Sigur's quick thinking and quick action has been credited with saving the life of a fellow employee, Edgar DeWoody, on the Sunday morning that Carla threatened to swoop in from the sea.

Sigur and DeWoody were members of the team of workers who responded to a call after electrical service had been disrupted in a local residence. DeWoody climbed a pole to effect repairs, and came in contact with a high voltage wire.

Seeing his co-worker slump suddenly, Sigur climbed the pole to get him down. Sigur applied mouth-to-mouth respiration, and his prompt work is credited with saving the injured man's life.

ANOTHER GSU EMPLOYEE, Jack Trouard, who happened to be passing by, came to Sigur's aid, which indicates the kind of esprit de corps that exists among the men who work with the high-voltage electricity.

In fact, this might be a good spot to point out that the lot of the public utility worker is not an easy one in time of disaster of any sort.

While others are free to seek safety, or to stay indoors and protected from the elements, the utilities workers are the men who have to stay on the job, to see that service is not interrupted.

DURING HURRICANE CARLA, for example, the population of Port Arthur was evacuated to safety as the city became flooded. Utilities workers were not evacuated, though. They had to stay on duty to maintain service to the city's hospitals, and to keep electrical power going to operate the pumps which were used to keep the flood waters down.

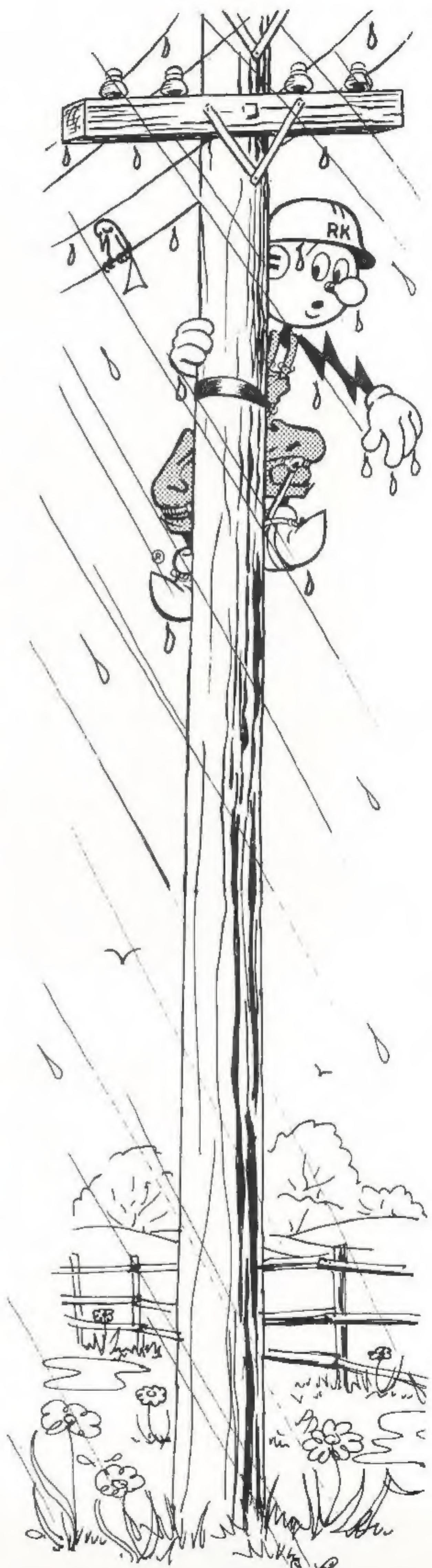
The same thing was true all along the coast, as the hurricane came nearer land.

It was also true during and after Hurricane Audrey, which brought such a vast amount of death and devastation to this area.

After Audrey, by the way, teams of workers from the rest of the state and from Texas were brought into the Lake Charles area to speed the restoration of service. According to estimates, some 800 workers were on the job for long hours after Audrey repairing the storm's damage to electrical services.

SINCE SO MUCH of the machinery of civilization is now dependent upon electricity for motive power, the public utility worker has grown more and more out of the category of a private citizen, and has become a public servant in every sense of the word.

Many of us owe our property and our lives, as well as our comfort to these individuals, who should be numbered alongside the policemen, firemen and members of the Civil Defense among the defenders of the public welfare. — STACEY.





LOVING CARE IS NEEDED when you're driving, too!

There are so many ways to express your love for a child—amuse him, caress him, understand him, protect him from hurt and harm.

Because drivers kill and cripple more children than any disease, a car is potentially one of the most dangerous places your child can ever be. So protect him whenever he is in the car—with a seat belt.

If every car owner in America had seat belts in

his car—and used them—we could reduce severe injuries by one-third, deaths by 5,000 a year!

It's terribly important to drive with loving care, always. And to support strict law enforcement in your town, for where laws are strictly enforced, accidents and deaths go down. But for a parent, it's *most important of all* to protect your loved ones—and yourself—by relying on seat belts.



Published to save lives, in cooperation with The Advertising Council and the National Safety Council

